

**Major Retail Centers**  
in Standard Metropolitan  
Statistical Areas

# Georgia

## 1977 CENSUS OF RETAIL TRADE



Census  
REF  
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1979a

v. 2  
pt. 11





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**Major Retail Centers**  
in Standard Metropolitan  
Statistical Areas

**Georgia**



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This report was prepared in the Business Division under the general direction of Tyler R. Sturdevant, Chief. Michael G. Farrell, Assistant Chief for Census Programs, was responsible for overall planning and management of the Division's census programs; he also coordinated activities with other divisions.

Planning and implementing this report were under the direction of Bobby E. Russell, Chief, Retail Census Branch, with primary staff assistance by Dennis P. Pike, Mark E. Wallace, Merrihew Scarborough, Don Overton, Scott Dillon, and John Vignali. Alvin H. Barten, assisted by Sidney O. Marcus, coordinated activities, specifications, and procedures with the other economic censuses. Computer programs were developed under the general supervision of Heyward D. Glisson, Assistant Division Chief for Data Processing. William C. Wester, Chief, Census Programming Branch, assisted by Andrew K. Nelson and Leonard S. Sammarco, was primarily responsible for planning and implementing the programs.

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## WHAT IS IN THE TABLES

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers			
					No. 2	No. 3	No. 4	No. 5

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

**Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales	
		City	Standard metropolitan statistical area	Central business district	Standard metropolitan statistical area

## AIDS TO TABLE USE

### DESCRIPTIONS OF MAJOR RETAIL CENTERS

The boundaries of each major retail center are described in appendix E. Descriptions begin with the north boundary and continue clockwise through all the boundaries.

### MAPS

The report includes a map of each standard metropolitan statistical area (SMSA) and of each central business district (CBD), showing CBD boundary streets, major roads, and census tracts. It also includes a map showing the location of each CBD, major retail center (MRC), and central city in the SMSA.

### DOLLAR VALUES

All dollar values presented in this report are expressed in current dollars (i.e., 1977 data are expressed in 1977 dollars and 1972 data are expressed in 1972 dollars).

### ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used in this publication:

CBD	Central Business District.
(D)	Withheld to avoid disclosing data for individual companies.
MRC	Major Retail Center.
(NA)	Not available.
(NC)	Not comparable.
SIC	Standard Industrial Classification.
SMSA	Standard Metropolitan Statistical Area.
(X)	Not applicable.
—	Zero.
*	Independent city.



## INTRODUCTION

HISTORY OF THE ECONOMIC CENSUSES. . . . .	V
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### HISTORY OF THE ECONOMIC CENSUSES

The economic censuses are comprehensive and periodic canvasses of the Nation's industrial and business activities. Taken by the Census Bureau, a part of the U.S. Department of Commerce, the censuses provide a detailed statistical profile of a large segment of the national economy.

The first economic census of the United States was conducted as part of the 1810 decennial census, when inquiries on manufacturing were included with the census of population. All other decennial censuses through 1900, except in 1830, contained questions on manufacturing. In 1904 the quinquennial census of manufacturing began. It was conducted every fifth year until 1920 and every second year from 1921 to 1939. Although some distributive trade data were collected in the decennial census of 1840, the first census of business was taken in 1929. It covered only retail and wholesale trades, but beginning with the second business census in 1933 and in succeeding censuses various services also have been included. Business censuses were subsequently taken for 1935 and 1939 and after a wartime interruption were resumed in 1948. Beginning in 1954, and continuing in the censuses of 1958, 1963, 1967, and 1972, the business censuses have been conducted concurrently with the censuses of manufactures and mineral industries. Beginning with the 1967 censuses, Congress authorized the economic censuses to be taken at 5-year intervals covering years ending in "2" and "7".

### USES OF THE ECONOMIC CENSUSES

The economic censuses are the primary source of facts about the structure and functioning of the economy and, therefore, provide information essential for both government and business. The censuses furnish an important part of the framework for such composite measures as the national accounts. In forecasting and planning, they are especially useful in analyzing the national product in terms of the transactions that determine its size and composition. The economic censuses also provide weights and benchmarks for indexes of industrial production, productivity, and price, all of which are essential for understanding current economic developments.

Manufacturers and distributors make widespread use of the economic censuses in establishing measures of their potential markets by areas, kinds of businesses, and kinds of products. Management in various industries and trades get facts from them

for use in economic or sales forecasting, analyzing sales performance, laying out sales territories, allocating advertising budgets, and locating plants, warehouses, and stores. Trade organizations use census statistics for insight into changes in the structure of industry. State and local governments use the geographic detail that describes the patterns of economic change in individual communities. Local business organizations and research groups do too.

Following every census, reports are purchased by thousands of businesses and other users; likewise, census facts are widely disseminated by trade associations, business journals, and the daily press. Volumes containing census statistics are available in most major public and college libraries.

### AUTHORITY AND SCOPE OF THE ECONOMIC CENSUSES

The economic censuses are required by law under title 13 of the United States Code, sections 131, 191, and 224, which direct that they be taken at 5-year intervals. The 1977 Economic Censuses covered manufacturing, mining and quarrying, construction industries, retail trade, wholesale trade, service industries, and selected transportation activities. The next economic censuses are scheduled to be taken in 1983 covering the year 1982.

### CENSUS OF RETAIL TRADE

The 1977 Census of Retail Trade, part of the 1977 Economic Censuses, covered retail trade as defined in the Standard Industrial Classification (SIC) Manual.<sup>1</sup> It included all establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. It excluded governmental organizations classified in the covered industries except for liquor stores operated by State and local governments. It also excluded data for direct sellers (SIC 5963) with no paid employees and post exchanges, ship stores, and similar establishments operated on military posts by agencies of the Federal Government. In the Major Retail Center series of reports only, data for nonstore retailers (SIC 596) were excluded. The basic tabulations in this report do not include data for central administrative offices (CAO's), captive warehouses, and other units which service or are auxiliary to retail establishments within the same organization. Data for CAO's and auxiliaries will be found in a subsequent report issued as part of the subject series of the 1977 Enterprise Statistics survey.

<sup>1</sup>Standard Industrial Classification Manual: 1972. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 4101-0066. Price \$6.75. 1977 Supplement. Stock No. 003-005-00176-0. Price 90 cents.

For the 1977 Census of Retail Trade, large- and medium-size firms, plus all firms known to operate more than one establishment, were sent questionnaires to be completed and returned to the Bureau by mail. For most very small firms, including those with no paid employees, data from existing records of the Internal Revenue Service (IRS) and the Social Security Administration (SSA) were used instead. The two sources produced basic information on location, kind of business, volume of sales and payrolls, and number of employees. In addition, more detailed information for selected kinds of business was obtained on the various questionnaires.

Appendix A gives a more detailed explanation of census coverage and methodology.

## MAJOR RETAIL CENTERS

This report represents a recompilation of data collected in the 1977 Census of Retail Trade into the two types of areas which have been delineated for the report: (1) Central business districts (CBD's); and (2) major retail centers (MRC's). The report covers each standard metropolitan statistical area (SMSA) in the State and presents statistics for these concentrations of retail stores located in each SMSA.

### Delineation

The delineation of central business districts was determined in consultation with local census statistical areas committees (CSAC's). However, some eligible cities do not have a CBD because they chose not to participate in the CBD delineation program. The CSAC's were also invited to participate for the first time in both the delineation of major retail centers and the listing of stores in the delineated areas, following guidelines provided by the Bureau. Approximately 85 percent of the CSAC's participated. In preparing for the evaluation and implementation of the MRC program, the Bureau suggested that a broad cross section of local data users involved with retail trade data be urged to provide input to the CSAC.

A major advantage was realized by CSAC's which chose to participate in the MRC delineation program. The people most familiar with the local metropolitan area and its concentration of retail activity became involved in delineating the MRC's in their own areas. In areas where CSAC's did not participate, a Bureau employee did the delineation of MRC's and the listing of stores in the delineated areas. Appendix F identifies which areas were delineated by CSAC's and which were delineated by the Bureau.

### Central Business District

A "central business district," as defined by the Bureau, is the defined downtown retail area of an SMSA central city, or other SMSA city of 50,000 or more persons. A CBD is an area of very high land valuation; high concentration of retail businesses, offices, theaters, hotels, and "service" businesses; and high traffic flow. It is defined by existing census tract boundaries and consists of one or more whole census tracts. Census tracts are small, relatively permanent areas into which large cities and adjacent areas have been divided to show comparable small-area

statistics. Data for CBD's are published only in reports of the census of retail trade.

In 1972, CBD's were enumerated only for SMSA cities with 100,000 inhabitants or more. The CBD definition for 1977 was changed so that areas defined as downtown business areas (DBA's) in the 1972 censuses became CBD's for the 1977 censuses.

### Major Retail Center

A "major retail center" is a concentration of at least 25 retail stores<sup>1</sup> located inside an SMSA but outside a CBD. At least one of the 25 stores must be a general merchandise store (SIC 53) with a minimum of 100,000 square feet of total under-roof floor space.<sup>2</sup> MRC's include planned suburban shopping centers as well as unplanned centers such as older "string streets" (continuous businesses along a thoroughfare with few cross streets containing any businesses) and combinations of planned and unplanned centers. Where the MRC is a planned center, the boundaries encompass all retail stores in the center. Where the MRC is an unplanned center, each block within the boundaries should have at least one general merchandise store (SIC 53); apparel store (SIC 56); furniture, home furnishings and equipment store (SIC 57); or miscellaneous shopping goods store (SIC 594). MRC's are defined in SMSA's existing as of December 31, 1977, except for the last five SMSA's defined (see Geographic Areas Covered). Data for MRC's are published only in the census of retail trade.

In 1972, MRC's were defined by the Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical area but outside the CBD) having at least \$5 million in retail sales and at least 10 retail establishments, one of which was classified as a department store (SIC 531).

### Historical Data

The report on major retail centers was begun as a part of the 1954 Census of Business, which provided data for 95 CBD's. In the 1958 Census of Business, data were published for 109 CBD's and, for the first time, for 472 MRC's located in 97 SMSA's. The 1963 Census of Business included data for 131 CBD's and 972 MRC's located in 116 SMSA's. In the 1967 Census of Business, the program was expanded to cover all 230 SMSA's, containing 134 CBD's and 1,556 MRC's. The 1972 Census of Retail Trade covered 259 SMSA's, containing 144 CBD's and 2,137 MRC's.

The scope of the MRC program was modified slightly for the 1977 censuses so that the Bureau could continue to publish MRC data but remain within funding limitations. (These modifications are described in the definitions of CBD's and MRC's above.) The 1977 Census of Retail Trade covered 272 SMSA's containing 386 CBD's and approximately 1,450 MRC's.

<sup>1</sup> An MRC which had 25 stores or more at time enumeration was done may have had less than 25 stores at end of 1977. Thus data may be shown for a few MRC's which presently have less than 25 stores.

<sup>2</sup> Minimum square footage criterion was waived in a few special cases at request of local CSAC.



## CENSUS DISCLOSURE RULES

In accordance with Federal law governing census reports, no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind of business classification is not considered a disclosure so this item may be given even though other information is withheld.

Because most MRC's and several CBD's tend to have a relatively small number of establishments, it generally is not possible to provide separate kind-of-business data (except for establishment counts) for these small areas without disclosing operations of individual establishments. For this reason, data on payroll and number of employees are limited to totals and sales data are limited to only—

1. Total retail stores.<sup>1 2</sup>
2. Convenience goods stores, i.e., food stores (SIC 54), eating and drinking places (SIC 58), and drug and proprietary stores (SIC 591).
3. Shopping goods (GAF) stores, i.e., general merchandise stores (SIC 53), apparel and accessory stores (SIC 56), furniture, home furnishings, and equipment stores (SIC 57), and miscellaneous shopping goods stores (SIC 594).

<sup>1</sup> For all establishments, including those with no payroll.

<sup>2</sup> Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

4. All other stores (SIC's 52, 55, and 59 except 591, 594, and 596).

For those MRC's and CBD's which had more than 100 retail stores, separate kind-of-business data are presented for establishment count, sales, payroll, and number of employees.

Data for nonstore retailers are not included in the Major Retail Centers report. For the definitions of the kind-of-business categories for which data are shown, see "Kind-of-Business Classifications" in appendix A.

## GEOGRAPHIC AREAS COVERED

This series of reports presents data for establishments located in CBD's and MRC's in SMSA's in each State. The SMSA's covered are those defined by the Office of Management and Budget as of December 31, 1977, except for the last five SMSA's defined: Bradenton, Fla.; Grand Forks, N. Dak.-Minn.; Kokomo, Ind.; Lawrence, Kans.; and Panama City, Fla. These SMSA's were defined too late to be included in the 1977 MRC program. In addition to MRC and CBD data, data are shown for each SMSA in the State and for each central city and all other SMSA cities of 50,000 inhabitants or more for which a CBD was defined by a local census area committee. Data for SMSA's which cross State lines appear only in the report for the State in which the SMSA is primarily located.





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The following are common to each SMSA which has a central business district and at least one major retail center. Applicable tables and maps have been omitted in areas where either no central business district or no major retail center existed.

## MAPS

Standard Metropolitan Statistical Area  
Central Business Districts  
Major Retail Centers

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Augusta .....	34
Columbus .....	44
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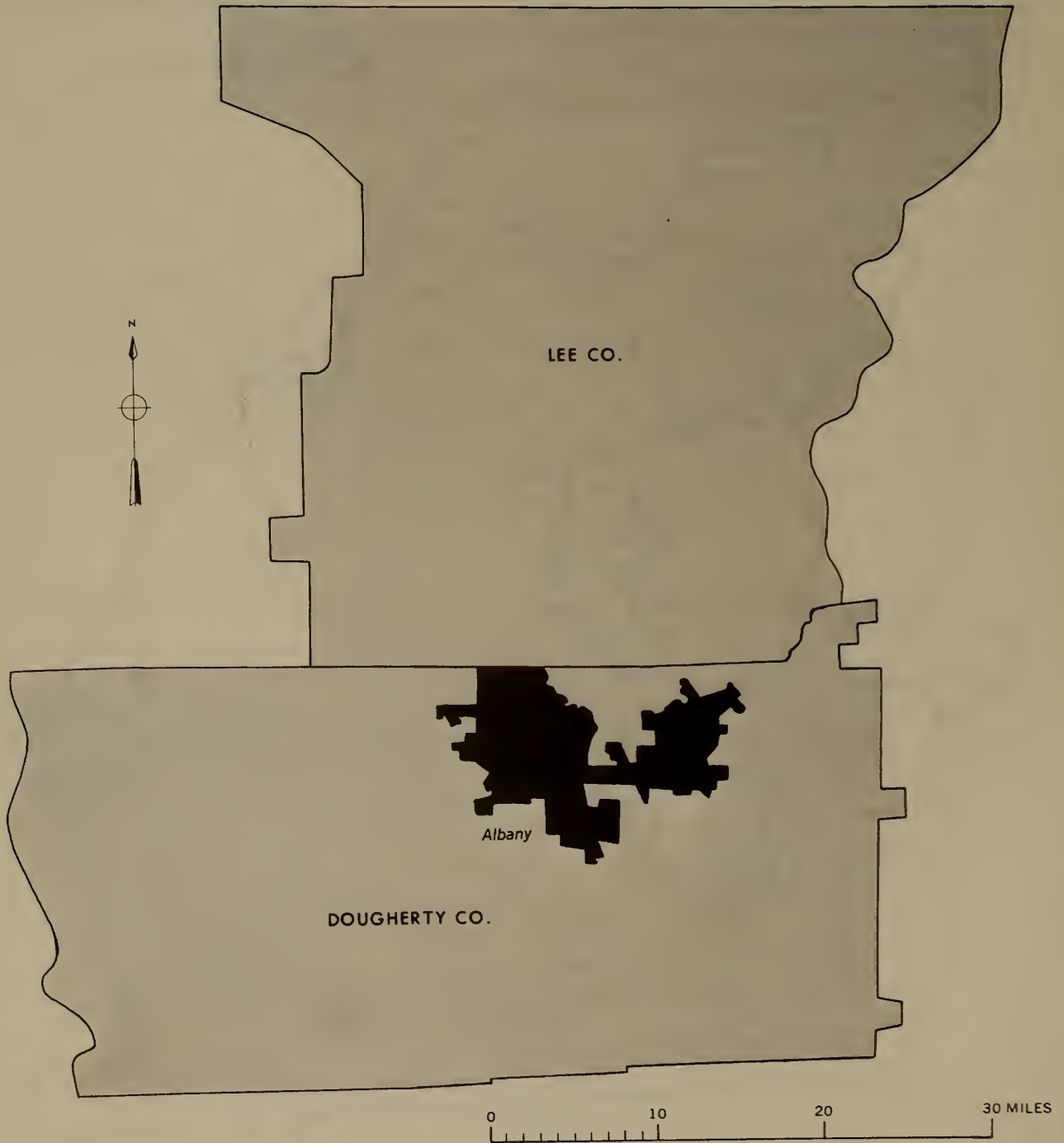
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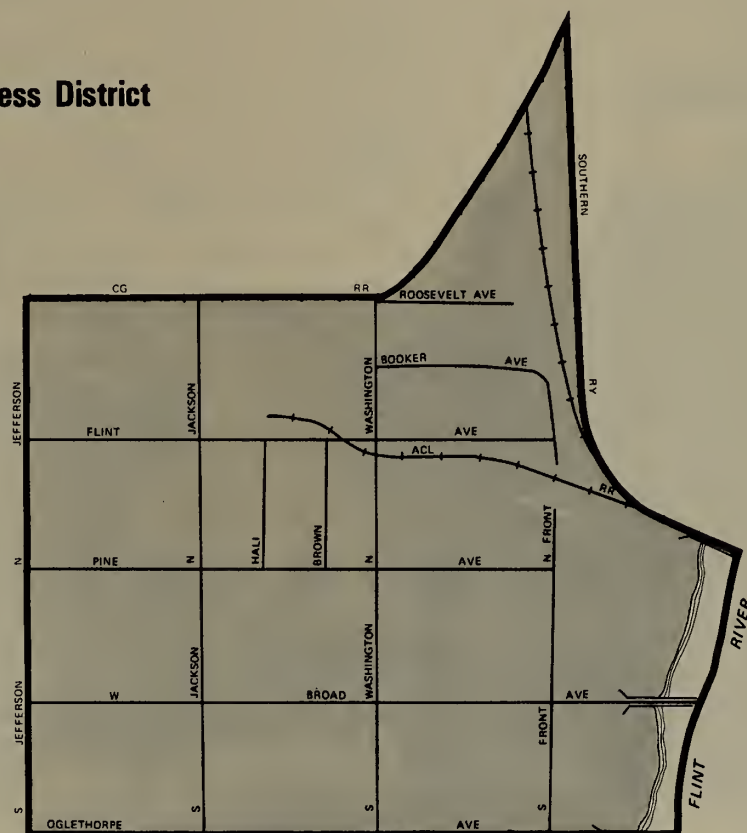






**ALBANY****Standard Metropolitan Statistical Area**



**ALBANY****Central Business District**




Comprising Census Tract 13

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**ALBANY**

## Major Retail Centers



-  Central Business District  
 Major Retail Centers (boundary descriptions are in appendix E)  
 Central City



**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers	
					No. 1	No. 2
	<b>Retail stores:<sup>1 2</sup></b>					
	Number -----	869	750	79	89	38
	Sales (\$1,000) -----	(D)	(D)	19 497	41 213	23 402
	Payroll entire year (\$1,000) -----	41 289	(D)	3 095	7 400	3 218
	Paid employees for week including March 12 ---	6 622	(D)	583	1 218	532
54, 56, 591	<b>Convenience goods stores:</b>					
	Number -----	303	264	11	18	8
	Sales (\$1,000) -----	(D)	(D)	2 283	8 777	4 185
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>					
	Number -----	260	216	49	50	28
	Sales (\$1,000) -----	102 796	81 661	13 481	34 088	17 601
52, 55, 59, ex. 591, 4, 8	<b>All other stores:</b>					
	Number -----	306	270	19	3	4
	Sales (\$1,000) -----	(D)	(D)	3 733	348	1 818
	<b>Number of Establishments</b>					
	<b>Retail stores<sup>1 2</sup> -----</b>	<b>889</b>	<b>750</b>	<b>79</b>	<b>89</b>	<b>38</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>38</b>	<b>28</b>	<b>3</b>	<b>-</b>	<b>-</b>
525	Hardware stores -----	8	5	1	-	-
52 ex. 525	Other -----	28	21	2	-	-
53	<b>General merchandise group stores -----</b>	<b>25</b>	<b>19</b>	<b>5</b>	<b>3</b>	<b>2</b>
531	Department stores <sup>4</sup> -----	8	6	1	3	1
533	Variety stores -----	7	7	1	-	1
539	Miscellaneous general merchandise stores -----	10	6	3	-	-
54	<b>Food stores<sup>5</sup> -----</b>	<b>144</b>	<b>120</b>	<b>2</b>	<b>9</b>	<b>3</b>
541	Grocery stores -----	122	103	1	2	2
55 ex. 554	<b>Automotive dealers -----</b>	<b>70</b>	<b>65</b>	<b>6</b>	<b>-</b>	<b>1</b>
554	<b>Gasoline service stations -----</b>	<b>88</b>	<b>77</b>	<b>2</b>	<b>-</b>	<b>1</b>
56	<b>Apparel and accessory stores -----</b>	<b>85</b>	<b>72</b>	<b>24</b>	<b>26</b>	<b>11</b>
561	Men's and boys' clothing and furnishings stores --	13	11	4	5	2
562, 3, 8	Women's clothing and specialty stores and					
	furnishings -----	40	36	11	11	4
562	Women's ready-to-wear stores -----	35	32	10	10	3
565	Family clothing stores -----	7	5	-	5	-
566	Shoe stores -----	21	16	5	5	5
564, 9	Other apparel and accessory stores -----	4	4	4	-	-
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>84</b>	<b>69</b>	<b>10</b>	<b>8</b>	<b>6</b>
5712	Furniture stores -----	37	30	8	2	2
5713, 4, 9	Home furnishings stores -----	20	16	-	2	-
572, 3	Household appliance, radio, television, and music stores -----	27	23	2	4	4
58	<b>Eating and drinking places -----</b>	<b>135</b>	<b>124</b>	<b>7</b>	<b>6</b>	<b>1</b>
5812	Eating places -----	116	106	6	6	1
5813	Drinking places (alcoholic beverages) -----	19	18	1	-	-
591	<b>Drug and proprietary stores -----</b>	<b>24</b>	<b>20</b>	<b>3</b>	<b>1</b>	<b>2</b>
59 ex. 591, 8	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	<b>180</b>	<b>158</b>	<b>17</b>	<b>16</b>	<b>11</b>
592	Liquor stores -----	28	26	-	-	-
594	Miscellaneous shopping goods stores -----	66	56	10	13	9
5992	Florists -----	15	15	1	1	-

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 2. **Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

Table 2 omitted for this SMSA because there were no major retail centers or central business districts with 100 retail establishments or more in 1977

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**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Etablissements <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Albany</b>					
	Retail stores <sup>2</sup> -----	750	(D)	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	26	23 974	3 240	715	349
525	Hardware stores -----	5	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	21	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	19	40 194	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	6	(D)	(D)	(D)	(D)
533	Variety stores -----	7	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	6	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	120	56 460	4 725	1 157	732
541	Grocery stores -----	103	53 015	4 301	1 061	649
55 ex. 554	Automotive dealers -----	65	79 831	(D)	(D)	(D)
554	Gasoline service stations -----	77	19 355	1 163	309	264
56	Apparel and accessory stores -----	72	15 697	2 537	666	482
561	Men's and boys' clothing and furnishings stores -----	11	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	36	7 141	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	32	(D)	1 077	267	195
565	Family clothing stores -----	5	(D)	(D)	(D)	(D)
566	Shoe stores -----	16	(D)	448	118	86
564, 9	Other apparel and accessory stores -----	4	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	69	16 722	2 796	655	329
5712	Furniture stores -----	30	9 180	1 635	377	195
5713, 4, 9	Home furnishings stores -----	16	1 766	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	23	5 756	(D)	(D)	(D)
58	Eating and drinking places -----	124	20 631	5 012	1 193	1 348
5812	Eating places -----	106	(D)	4 905	1 160	1 319
5813	Drinking places (alcoholic beverages) -----	18	(D)	107	33	29
591	Drug and proprietary stores -----	20	(D)	1 072	279	164
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	158	(D)	(D)	(D)	(D)
592	Liquor stores -----	26	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	56	9 048	1 364	330	216
5992	Florists -----	15	1 065	221	54	54

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Albany, Ga., SMSA</b>						
	<b>Retail stores<sup>2</sup>-----</b>	<b>869</b>	<b>(D)</b>	<b>41 289</b>	<b>9 830</b>	<b>6 622</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>36</b>	<b>26 465</b>	<b>3 450</b>	<b>757</b>	<b>371</b>
525	Hardware stores -----	8	873	123	29	21
52 ex. 525	Other -----	28	25 592	3 327	728	350
53	<b>General merchandise group stores -----</b>	<b>25</b>	<b>55 168</b>	<b>8 275</b>	<b>1 919</b>	<b>1 361</b>
531	Department stores <sup>3</sup> -----	8	47 397	7 511	1 748	1 165
533	Variety stores -----	7	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	10	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup>-----</b>	<b>144</b>	<b>64 041</b>	<b>5 395</b>	<b>1 272</b>	<b>840</b>
541	Grocery stores -----	122	60 240	4 926	1 167	743
55 ex. 554	<b>Automotive dealers -----</b>	<b>70</b>	<b>80 361</b>	<b>6 894</b>	<b>1 649</b>	<b>677</b>
554	<b>Gasoline service stations -----</b>	<b>86</b>	<b>20 995</b>	<b>1 246</b>	<b>329</b>	<b>280</b>
56	<b>Apparel and accessory stores -----</b>	<b>85</b>	<b>18 135</b>	<b>2 936</b>	<b>763</b>	<b>550</b>
561	Men's and boys' clothing and furnishings stores -----	13	3 357	599	158	76
562, 3, 8	Women's clothing and specialty stores and furriers -----	40	7 814	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	35	(D)	1 183	292	219
565	Family clothing stores -----	7	(D)	455	131	109
566	Shoe stores -----	21	(D)	599	155	115
564, 9	Other apparel and accessory stores -----	4	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>84</b>	<b>19 035</b>	<b>3 098</b>	<b>714</b>	<b>375</b>
5712	Furniture stores -----	37	10 445	1 795	400	211
5713, 4, 9	Home furnishings stores -----	20	1 928	300	80	46
572, 3	Household appliance, radio, television, and music stores -----	27	6 662	1 003	234	118
58	<b>Eating and drinking places -----</b>	<b>135</b>	<b>23 071</b>	<b>5 558</b>	<b>1 318</b>	<b>1 481</b>
5812	Eating places -----	116	22 281	5 451	1 285	1 452
5813	Drinking places (alcoholic beverages) -----	19	790	107	33	29
591	<b>Drug and proprietary stores -----</b>	<b>24</b>	<b>(D)</b>	<b>1 221</b>	<b>317</b>	<b>184</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>180</b>	<b>(D)</b>	<b>3 216</b>	<b>792</b>	<b>503</b>
592	Liquor stores -----	28	6 793	396	104	77
594	Miscellaneous shopping goods stores -----	66	10 458	1 590	382	240
5992	Florists -----	15	1 065	221	54	54

<sup>1</sup>For all establishments, including those with no payroll.<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).<sup>3</sup>Includes sales from catalog order desks.<sup>4</sup>Includes data not covered by SIC 541.<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Albany</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>120</b>	<b>35 151</b>	<b>5 405</b>	<b>1 258</b>	<b>1 091</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>3</b>	<b>888</b>	<b>118</b>	<b>28</b>	<b>20</b>
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	3	688	118	28	20
53	<b>General merchandise group stores -----</b>	<b>10</b>	<b>13 538</b>	<b>2 305</b>	<b>524</b>	<b>408</b>
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	3	738	111	31	32
539	Miscellaneous general merchandise stores -----	5	(D)	(D)	(D)	(D)
54	<b>Food stores -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
55 ex. 554	<b>Automotive dealers -----</b>	<b>3</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
554	<b>Gasoline service stations -----</b>	<b>8</b>	<b>1 062</b>	<b>79</b>	<b>22</b>	<b>22</b>
56	<b>Apparel and accessory stores -----</b>	<b>37</b>	<b>7 847</b>	<b>1 188</b>	<b>264</b>	<b>280</b>
561	Men's and boys' clothing and furnishings stores -----	10	3 172	451	93	64
562, 3, 8	Women's clothing and specialty stores and furriers -----	12	2 139	307	78	89
562	Women's ready-to-wear stores -----	11	(D)	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	12	1 898	302	68	78
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>16</b>	<b>3 994</b>	<b>645</b>	<b>150</b>	<b>107</b>
5712	Furniture stores -----	9	2 884	454	111	78
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	6	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places -----</b>	<b>11</b>	<b>1 220</b>	<b>225</b>	<b>61</b>	<b>91</b>
5812	Eating places -----	8	883	180	49	77
5813	Drinking places (alcoholic beverages) -----	3	337	45	12	14
591	<b>Drug and proprietary stores -----</b>	<b>4</b>	<b>783</b>	<b>144</b>	<b>34</b>	<b>31</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup> -----</b>	<b>28</b>	<b>3 892</b>	<b>503</b>	<b>124</b>	<b>113</b>
592	Liquor stores -----	-	-	-	-	-
594	Miscellaneous shopping goods stores -----	12	2 169	269	67	58
5992	Florists -----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

Table 6 omitted because there were no central business districts with 100 retail establishments or more in the Albany SMSA in 1977

Table 7. **Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

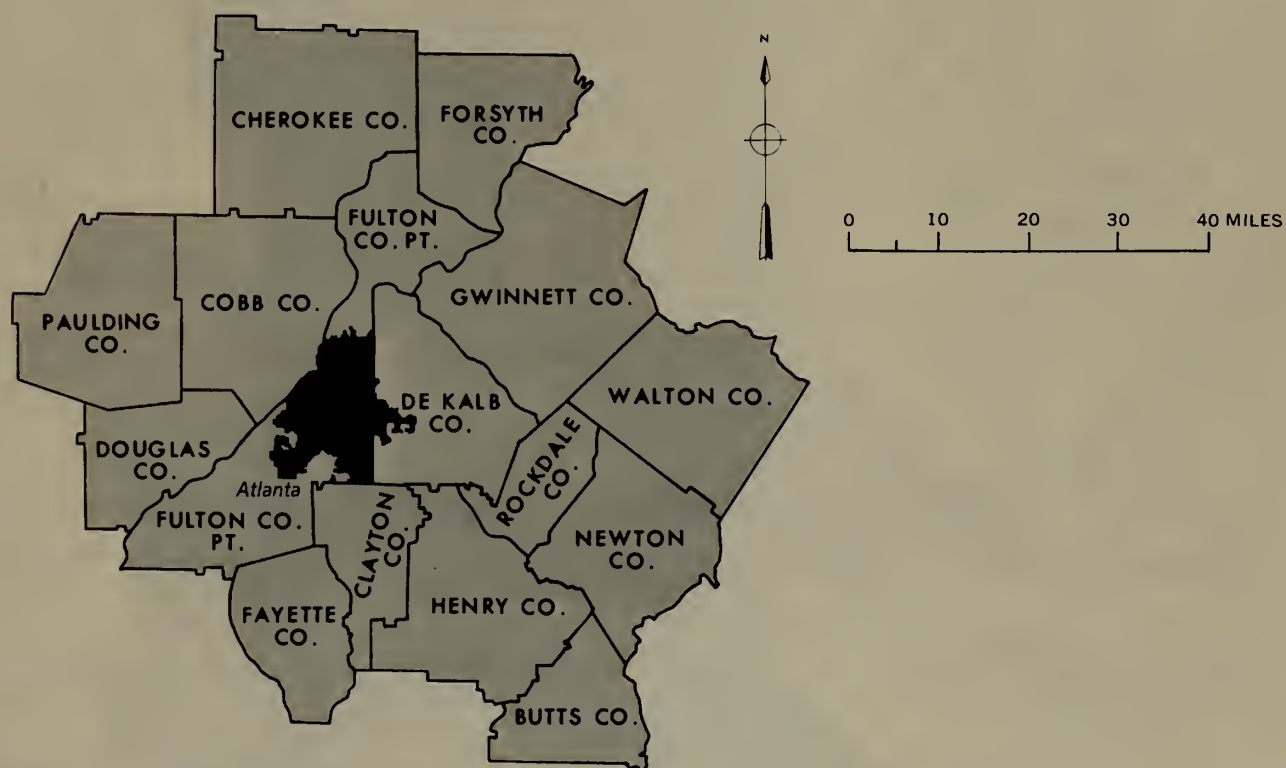
Table 7 omitted because there were no central business districts with 100 retail establishments or more in the Albany SMSA in 1977

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# ATLANTA

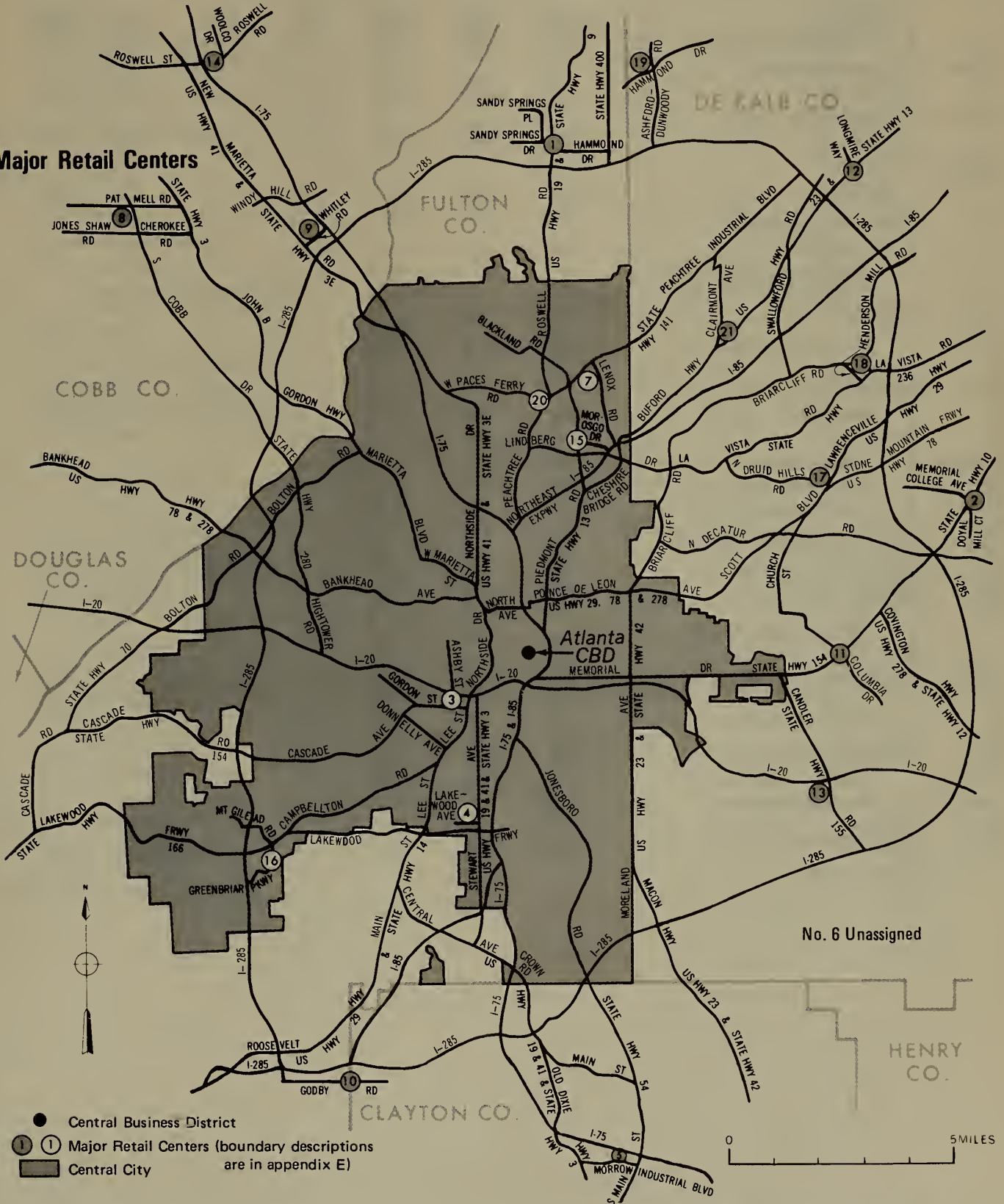
## Standard Metropolitan Statistical Area





# ATLANTA

## Major Retail Centers



No. 6 Unassigned



**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers				
					No. 1	No. 2	No. 3	No. 4	No. 5
54, 58, 591	<b>Retail stores:<sup>1 2</sup></b>								
	Number -----	14 429	3 633	426	204	145	59	48	100
	Sales (\$1,000) -----	6 634 412	1 793 692	270 501	117 885	103 228	34 238	34 526	100 016
	Payroll entire year (\$1,000) -----	806 734	251 736	49 590	15 084	13 506	5 957	4 044	13 598
	Paid employees for week including March 12 ---	120 410	37 952	8 348	2 123	2 276	846	582	2 225
53, 56, 57; 594	<b>Convenience goods stores:</b>								
	Number -----	4 762	1 371	162	72	66	12	13	17
	Sales (\$1,000) -----	2 114 263	544 926	61 406	39 066	52 833	11 029	14 302	5 083
52, 55, 59, ex. 591, 4, 6	<b>Shopping goods stores (GAF):<sup>2</sup></b>								
	Number -----	3 956	1 010	184	71	43	40	23	70
	Sales (\$1,000) -----	1 904 380	567 409	151 956	27 819	36 756	22 406	14 755	92 486
	<b>All other stores:</b>								
	Number -----	5 711	1 252	80	81	36	7	12	13
	Sales (\$1,000) -----	2 615 749	881 555	57 137	51 000	13 537	803	5 489	2 447
<b>Number of Establishments</b>									
52	<b>Retail stores<sup>1 2</sup> -----</b>	<b>14 429</b>	<b>3 633</b>	<b>426</b>	<b>204</b>	<b>145</b>	<b>59</b>	<b>48</b>	<b>100</b>
	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>625</b>	<b>88</b>	<b>1</b>	<b>11</b>	<b>4</b>	<b>1</b>	<b>1</b>	<b>1</b>
	Hardware stores -----	166	30	-	2	1	1	1	-
525	Other -----	459	58	1	9	3	-	-	1
53	<b>General merchandise group stores -----</b>	<b>360</b>	<b>68</b>	<b>12</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>5</b>
531	Department stores <sup>4</sup> -----	84	21	3	1	2	1	2	4
533	Variety stores -----	115	25	6	-	-	1	1	-
539	Miscellaneous general merchandise stores -----	161	22	3	2	1	1	2	1
54	<b>Food stores<sup>5</sup> -----</b>	<b>1 922</b>	<b>439</b>	<b>38</b>	<b>18</b>	<b>15</b>	<b>3</b>	<b>4</b>	<b>8</b>
541	Grocery stores -----	1 515	340	17	10	11	2	4	-
55 ex. 554	<b>Automotive dealers -----</b>	<b>1 156</b>	<b>191</b>	<b>9</b>	<b>10</b>	<b>6</b>	<b>1</b>	<b>5</b>	<b>-</b>
554	<b>Gasoline service stations -----</b>	<b>1 546</b>	<b>321</b>	<b>8</b>	<b>15</b>	<b>18</b>	<b>-</b>	<b>2</b>	<b>1</b>
56	<b>Apparel and accessory stores -----</b>	<b>1 075</b>	<b>316</b>	<b>92</b>	<b>13</b>	<b>8</b>	<b>22</b>	<b>8</b>	<b>39</b>
561	Men's and boys' clothing and furnishings stores --	191	69	23	2	1	7	2	6
562, 3, 8	Women's clothing and specialty stores and furriers -----	372	103	23	4	2	4	1	14
562	Women's ready-to-wear stores -----	326	84	20	4	2	4	1	13
565	Family clothing stores -----	166	38	10	2	1	1	2	4
566	Shoe stores -----	241	75	25	3	4	5	3	11
564, 9	Other apparel and accessory stores -----	105	31	11	2	-	5	-	4
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>1 190</b>	<b>244</b>	<b>23</b>	<b>20</b>	<b>17</b>	<b>8</b>	<b>4</b>	<b>7</b>
5712	Furniture stores -----	406	84	10	3	4	2	2	3
5713, 4, 9	Home furnishings stores -----	387	71	3	6	5	2	-	1
572, 3	Household appliance, radio, television, and music stores -----	397	69	10	11	8	4	2	3
58	<b>Eating and drinking places -----</b>	<b>2 399</b>	<b>829</b>	<b>109</b>	<b>46</b>	<b>44</b>	<b>7</b>	<b>7</b>	<b>11</b>
5812	Eating places -----	2 180	709	96	42	41	6	6	11
5813	Drinking places (alcoholic beverages) -----	209	120	13	4	3	1	1	-
591	<b>Drug and proprietary stores -----</b>	<b>441</b>	<b>103</b>	<b>15</b>	<b>8</b>	<b>7</b>	<b>2</b>	<b>2</b>	<b>-</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	<b>3 715</b>	<b>1 034</b>	<b>119</b>	<b>60</b>	<b>25</b>	<b>12</b>	<b>10</b>	<b>30</b>
592	Liquor stores -----	404	182	15	6	3	2	1	-
594	Miscellaneous shopping goods stores -----	1 331	382	57	35	15	7	6	19
5992	Florists -----	308	78	6	3	2	-	-	1

See footnotes at end of table.

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.							
		No. 7	No. 8	No. 9	No. 10	No. 11	No. 12	No. 13	No. 14
	<b>Retail stores:<sup>1 2</sup></b>								
	Number -----	286	106	159	65	74	60	94	83
	Sales (\$1,000) -----	313 531	52 728	276 181	70 068	74 155	81 068	89 186	58 744
	Payroll entire year (\$1,000) -----	40 128	7 395	30 995	7 438	11 620	7 115	11 459	8 660
	Paid employees for week including March 12 ---	5 807	1 434	4 828	1 212	1 679	1 314	2 026	1 274
54, 58, 591	<b>Convenience goods stores:</b>								
	Number -----	62	36	34	31	16	27	26	27
	Sales (\$1,000) -----	45 000	12 100	18 930	26 090	17 633	11 882	26 341	20 459
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>								
	Number -----	160	40	102	18	38	21	54	31
	Sales (\$1,000) -----	175 696	32 099	182 101	30 615	48 136	42 001	49 885	32 702
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>								
	Number -----	64	30	23	16	20	12	14	25
	Sales (\$1,000) -----	92 835	8 529	75 150	13 363	8 386	7 185	12 960	5 583
	<b>Number of Establishments</b>								
	<b>Retail stores<sup>1 2</sup> -----</b>	<b>286</b>	<b>106</b>	<b>159</b>	<b>65</b>	<b>74</b>	<b>60</b>	<b>94</b>	<b>83</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>2</b>	<b>2</b>	<b>-</b>	<b>3</b>	<b>5</b>	<b>1</b>	<b>-</b>	<b>4</b>
525	Hardware stores -----	1	1	-	-	-	-	-	2
52 ex. 525	Other -----	1	1	-	3	5	1	-	2
53	<b>General merchandise group stores -----</b>	<b>7</b>	<b>6</b>	<b>8</b>	<b>2</b>	<b>4</b>	<b>5</b>	<b>5</b>	<b>4</b>
531	Department stores <sup>4</sup> -----	5	3	7	1	3	3	2	3
533	Variety stores -----	1	1	-	-	-	1	1	1
539	Miscellaneous general merchandise stores -----	1	2	1	1	1	1	2	-
54	<b>Food stores<sup>5</sup> -----</b>	<b>18</b>	<b>9</b>	<b>8</b>	<b>7</b>	<b>5</b>	<b>4</b>	<b>8</b>	<b>6</b>
541	Grocery stores -----	7	5	3	6	4	3	4	3
55 ex. 554	<b>Automotive dealers -----</b>	<b>12</b>	<b>10</b>	<b>7</b>	<b>1</b>	<b>7</b>	<b>3</b>	<b>2</b>	<b>6</b>
554	<b>Gasoline service stations -----</b>	<b>10</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>4</b>	<b>3</b>	<b>5</b>	<b>6</b>
56	<b>Apparel and accessory stores -----</b>	<b>69</b>	<b>16</b>	<b>53</b>	<b>5</b>	<b>12</b>	<b>5</b>	<b>33</b>	<b>9</b>
561	Men's and boys' clothing and furnishings stores --	13	4	13	1	1	1	5	1
562, 3, 8	Women's clothing and specialty stores and furriers -----	30	4	20	2	3	1	12	4
562	Women's ready-to-wear stores -----	25	2	18	2	3	1	11	4
565	Family clothing stores -----	4	2	3	-	-	1	1	1
566	Shoe stores -----	17	6	15	2	7	2	12	3
564, 9	Other apparel and accessory stores -----	5	-	2	-	1	-	3	-
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>29</b>	<b>8</b>	<b>16</b>	<b>7</b>	<b>10</b>	<b>5</b>	<b>6</b>	<b>9</b>
5712	Furniture stores -----	8	2	4	4	4	1	-	4
5713, 4, 9	Home furnishings stores -----	15	2	5	2	2	2	-	2
572, 3	Household appliance, radio, television, and music stores -----	6	4	7	1	4	2	6	3
58	<b>Eating and drinking places -----</b>	<b>41</b>	<b>23</b>	<b>25</b>	<b>22</b>	<b>8</b>	<b>21</b>	<b>14</b>	<b>17</b>
5812	Eating places -----	37	23	25	21	8	19	14	17
5813	Drinking places (alcoholic beverages) -----	4	-	-	1	-	2	-	-
591	<b>Drug and proprietary stores -----</b>	<b>5</b>	<b>4</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>4</b>	<b>4</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	<b>95</b>	<b>21</b>	<b>34</b>	<b>9</b>	<b>16</b>	<b>11</b>	<b>17</b>	<b>18</b>
592	Liquor stores -----	4	3	1	2	-	3	3	3
594	Miscellaneous shopping goods stores -----	55	10	25	4	12	6	10	9
5992	Florists -----	9	2	1	1	-	-	-	-

See footnotes at end of table.

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see Introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.						
		No. 15	No. 18	No. 17	No. 18	No. 19	No. 20	No. 21
	<b>Retail stores:<sup>1 2</sup></b>							
	Number -----	48	89	63	157	100	221	50
	Sales (\$1,000) -----	23 407	74 424	47 158	155 632	68 665	112 891	18 718
	Payroll entire year (\$1,000) -----	3 554	10 804	8 117	19 179	8 818	18 273	2 838
	Paid employees for week including March 12 ---	532	1 826	1 174	2 913	1 749	2 358	433
54, 58, 591	<b>Convenience goods stores:</b>							
	Number -----	17	13	14	37	17	50	13
	Sales (\$1,000) -----	11 091	13 511	9 789	28 273	4 560	23 248	(D)
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>							
	Number -----	22	50	35	98	79	103	25
	Sales (\$1,000) -----	10 339	58 681	33 820	102 870	81 187	41 585	7 903
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>							
	Number -----	9	8	14	22	4	68	12
	Sales (\$1,000) -----	1 977	2 232	3 749	24 889	908	47 860	(D)
	<b>Number of Establishments</b>							
	Retail stores <sup>1 2</sup> -----	48	89	63	157	100	221	50
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	-	1	-	-	4	-
525	Hardware stores -----	-	-	1	-	-	1	-
52 ex. 525	Other -----	-	-	-	-	-	3	-
53	<b>General merchandise group stores -----</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>5</b>	<b>3</b>	<b>2</b>	<b>1</b>
531	Department stores <sup>4</sup> -----	1	3	1	3	2	1	1
533	Variety stores -----	1	1	1	1	1	-	-
539	Miscellaneous general merchandise stores -----	-	-	1	1	-	1	-
54	<b>Food stores<sup>5</sup> -----</b>	<b>4</b>	<b>6</b>	<b>4</b>	<b>10</b>	<b>7</b>	<b>10</b>	<b>3</b>
541	Grocery stores -----	4	2	2	4	-	5	3
55 ex. 554	<b>Automotive dealers -----</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>-</b>	<b>11</b>	<b>4</b>
554	<b>Gasoline service stations -----</b>	<b>1</b>	<b>2</b>	<b>4</b>	<b>11</b>	<b>-</b>	<b>8</b>	<b>3</b>
56	<b>Apparel and accessory stores -----</b>	<b>4</b>	<b>31</b>	<b>13</b>	<b>46</b>	<b>43</b>	<b>24</b>	<b>9</b>
561	Men's and boys' clothing and furnishings stores --	-	7	4	10	9	6	2
562, 3, 8	Women's clothing and specialty stores and furriers -----	1	8	4	21	20	11	4
562	Women's ready-to-wear stores -----	1	7	4	18	19	9	3
565	Family clothing stores -----	1	4	1	2	2	-	1
566	Shoe stores -----	1	10	3	10	10	4	1
564, 9	Other apparel and accessory stores -----	1	2	1	3	2	3	1
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>9</b>	<b>5</b>	<b>8</b>	<b>19</b>	<b>11</b>	<b>33</b>	<b>8</b>
5712	Furniture stores -----	1	1	1	5	1	7	2
5713, 4, 9	Home furnishings stores -----	3	1	3	8	4	12	1
572, 3	Household appliance, radio, television, and music stores -----	5	3	2	8	8	14	5
58	<b>Eating and drinking places -----</b>	<b>12</b>	<b>8</b>	<b>8</b>	<b>22</b>	<b>10</b>	<b>36</b>	<b>8</b>
5812	Eating places -----	8	8	8	21	10	29	7
5813	Drinking places (alcoholic beverages) -----	4	-	-	1	-	7	1
591	<b>Drug and proprietary stores -----</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>5</b>	<b>-</b>	<b>4</b>	<b>2</b>
59 ex. 591, 8	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	<b>14</b>	<b>13</b>	<b>21</b>	<b>37</b>	<b>26</b>	<b>91</b>	<b>12</b>
592	Liquor stores -----	2	1	1	1	-	4	1
594	Miscellaneous shopping goods stores -----	7	10	13	28	22	44	7
5992	Florists -----	3	1	2	-	-	3	2

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Atlanta CBD</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>426</b>	<b>270 501</b>	<b>49 590</b>	<b>12 256</b>	<b>8 348</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>1</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>12</b>	<b>89 954</b>	<b>18 853</b>	<b>3 893</b>	<b>3 077</b>
531	Department stores <sup>3</sup> -----	3	(D)	(D)	(D)	(D)
533	Variety stores -----	8	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>38</b>	<b>10 066</b>	<b>1 408</b>	<b>321</b>	<b>225</b>
541	Grocery stores -----	17	7 477	888	188	124
55 ex. 554	<b>Automotive dealers -----</b>	<b>9</b>	<b>43 354</b>	<b>4 198</b>	<b>1 084</b>	<b>312</b>
554	<b>Gasoline service stations -----</b>	<b>8</b>	<b>3 310</b>	<b>297</b>	<b>89</b>	<b>36</b>
56	<b>Apparel and accessory stores -----</b>	<b>92</b>	<b>34 689</b>	<b>7 102</b>	<b>1 780</b>	<b>918</b>
561	Men's and boys' clothing and furnishings stores -----	23	11 200	2 160	524	242
562, 3, 8	Women's clothing and specialty stores and furriers -----	23	11 172	2 544	611	348
562	Women's ready-to-wear stores -----	20	(D)	(D)	(D)	(D)
565	Family clothing stores -----	10	3 220	646	147	93
566	Shoe stores -----	25	8 054	1 574	440	207
564, 9	Other apparel and accessory stores -----	11	1 043	178	38	28
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>23</b>	<b>8 092</b>	<b>1 583</b>	<b>369</b>	<b>168</b>
5712	Furniture stores -----	10	8 109	1 342	312	128
5713, 4, 9	Home furnishings stores -----	3	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	10	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places -----</b>	<b>109</b>	<b>44 478</b>	<b>12 594</b>	<b>3 340</b>	<b>2 870</b>
5812	Eating places -----	96	40 914	12 154	3 186	2 752
5813	Drinking places (alcoholic beverages) -----	13	3 564	800	154	118
591	<b>Drug and proprietary stores -----</b>	<b>15</b>	<b>8 862</b>	<b>958</b>	<b>229</b>	<b>134</b>
59 ex. 591, 8	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>119</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	15	4 441	279	65	54
594	Miscellaneous shopping goods stores -----	57	19 223	3 169	866	416
5992	Florists -----	6	824	196	53	35

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 1</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>204</b>	<b>117 885</b>	<b>15 084</b>	<b>3 568</b>	<b>2 123</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>11</b>	<b>8 232</b>	<b>804</b>	<b>187</b>	<b>104</b>
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	9	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>3</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>18</b>	<b>20 129</b>	<b>1 999</b>	<b>484</b>	<b>209</b>
541	Grocery stores -----	10	18 244	1 638	404	156
55 ex. 554	<b>Automotive dealers -----</b>	<b>10</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
554	<b>Gasoline service stations -----</b>	<b>15</b>	<b>9 353</b>	<b>804</b>	<b>199</b>	<b>128</b>
56	<b>Apparel and accessory stores -----</b>	<b>13</b>	<b>2 896</b>	<b>408</b>	<b>94</b>	<b>89</b>
561	Men's and boys' clothing and furnishings stores -----	2	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	4	720	100	25	23
562	Women's ready-to-wear stores -----	4	720	100	25	23
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	3	592	97	23	16
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>20</b>	<b>8 509</b>	<b>822</b>	<b>195</b>	<b>89</b>
5712	Furniture stores -----	3	1 983	194	41	22
5713, 4, 9	Home furnishings stores -----	6	1 351	157	39	16
572, 3	Household appliance, radio, television, and music stores -----	11	3 175	471	115	51
58	<b>Eating and drinking places -----</b>	<b>46</b>	<b>15 135</b>	<b>4 051</b>	<b>946</b>	<b>877</b>
5812	Eating places -----	42	14 191	3 888	916	847
5813	Drinking places (alcoholic beverages) -----	4	944	163	30	30
591	<b>Drug and proprietary stores -----</b>	<b>8</b>	<b>3 802</b>	<b>543</b>	<b>127</b>	<b>68</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>60</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	6	2 853	284	65	35
594	Miscellaneous shopping goods stores -----	35	(D)	(D)	(D)	(D)
5992	Florists -----	3	575	142	36	23

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

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SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 2</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>145</b>	<b>103 228</b>	<b>13 508</b>	<b>3 180</b>	<b>2 278</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>4</b>	<b>1 454</b>	<b>254</b>	<b>49</b>	<b>26</b>
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>3</b>	<b>25 364</b>	<b>2 591</b>	<b>595</b>	<b>418</b>
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>15</b>	<b>29 972</b>	<b>2 973</b>	<b>730</b>	<b>271</b>
541	Grocery stores -----	11	29 309	2 844	690	243
55 ex. 554	<b>Automotive dealers -----</b>	<b>6</b>	<b>1 777</b>	<b>344</b>	<b>70</b>	<b>30</b>
554	<b>Gasoline service stations -----</b>	<b>16</b>	<b>7 287</b>	<b>479</b>	<b>113</b>	<b>79</b>
56	<b>Apparel and accessory stores -----</b>	<b>8</b>	<b>3 763</b>	<b>369</b>	<b>86</b>	<b>53</b>
561	Men's and boys' clothing and furnishings stores -----	1	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	2	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	2	(D)	(D)	(D)	(D)
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	4	1 066	121	30	19
564, 9	Other apparel and accessory stores -----	-	-	-	-	-
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>17</b>	<b>5 061</b>	<b>668</b>	<b>147</b>	<b>76</b>
5712	Furniture stores -----	4	1 255	199	36	18
5713, 4, 9	Home furnishings stores -----	5	849	107	18	16
572, 3	Household appliance, radio, television, and music stores -----	8	2 957	362	93	44
58	<b>Eating and drinking places -----</b>	<b>44</b>	<b>16 407</b>	<b>4 354</b>	<b>1 031</b>	<b>1 117</b>
5812	Eating places -----	41	17 348	4 119	988	1 075
5813	Drinking places (alcoholic beverages) -----	3	1 059	235	43	42
591	<b>Drug and proprietary stores -----</b>	<b>7</b>	<b>4 554</b>	<b>694</b>	<b>175</b>	<b>86</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>25</b>	<b>5 609</b>	<b>780</b>	<b>184</b>	<b>118</b>
592	Liquor stores -----	3	1 990	180	46	26
594	Miscellaneous shopping goods stores -----	15	2 570	368	86	58
5992	Florists -----	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

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SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 5</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>100</b>	<b>100 016</b>	<b>13 596</b>	<b>2 977</b>	<b>2 225</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>1</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>5</b>	<b>73 519</b>	<b>9 706</b>	<b>2 140</b>	<b>1 546</b>
531	Department stores <sup>3</sup> -----	4	(D)	(D)	(D)	(D)
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>6</b>	<b>659</b>	<b>126</b>	<b>30</b>	<b>37</b>
541	Grocery stores -----	-	-	-	-	-
55 ex. 554	<b>Automotive dealers -----</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
554	<b>Gasoline service stations -----</b>	<b>1</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
56	<b>Apparel and accessory stores -----</b>	<b>39</b>	<b>11 887</b>	<b>1 395</b>	<b>288</b>	<b>240</b>
561	Men's and boys' clothing and furnishings stores -----	6	1 672	207	34	26
562, 3, 8	Women's clothing and specialty stores and furriers -----	14	5 241	573	129	110
562	Women's ready-to-wear stores -----	13	(D)	(D)	(D)	(D)
565	Family clothing stores -----	4	1 727	130	27	27
566	Shoe stores -----	11	2 715	408	89	68
564, 9	Other apparel and accessory stores -----	4	532	77	9	9
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>7</b>	<b>2 647</b>	<b>306</b>	<b>74</b>	<b>40</b>
5712	Furniture stores -----	3	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	3	1 505	135	30	20
58	<b>Eating and drinking places -----</b>	<b>11</b>	<b>4 224</b>	<b>1 044</b>	<b>200</b>	<b>201</b>
5812	Eating places -----	11	4 224	1 044	200	201
5813	Drinking places (alcoholic beverages) -----	-	-	-	-	-
591	<b>Drug and proprietary stores -----</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>30</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	-	-	-	-	-
594	Miscellaneous shopping goods stores -----	19	4 433	703	172	113
5992	Florists -----	1	(D)	(D)	(D)	(D)

See footnotes at end of table.



**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

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SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 7</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>288</b>	<b>313 531</b>	<b>40 128</b>	<b>9 628</b>	<b>5 807</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>7</b>	<b>110 824</b>	<b>13 434</b>	<b>3 099</b>	<b>2 336</b>
531	Department stores <sup>3</sup> -----	5	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>18</b>	<b>21 281</b>	<b>2 442</b>	<b>578</b>	<b>280</b>
541	Grocery stores -----	7	19 984	2 181	523	228
55 ex. 554	<b>Automotive dealers -----</b>	<b>12</b>	<b>83 883</b>	<b>7 801</b>	<b>2 020</b>	<b>488</b>
554	<b>Gasoline service stations -----</b>	<b>10</b>	<b>3 472</b>	<b>339</b>	<b>88</b>	<b>45</b>
56	<b>Apparel and accessory stores -----</b>	<b>89</b>	<b>38 365</b>	<b>5 088</b>	<b>1 188</b>	<b>725</b>
561	Men's and boys' clothing and furnishings stores -----	13	10 724	1 382	343	160
562, 3, 8	Women's clothing and specialty stores and furriers -----	30	17 705	2 331	566	403
562	Women's ready-to-wear stores -----	25	16 380	2 134	526	385
565	Family clothing stores -----	4	1 953	152	28	28
566	Shoe stores -----	17	7 338	1 131	234	126
564, 9	Other apparel and accessory stores -----	5	645	92	17	8
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>29</b>	<b>10 982</b>	<b>1 991</b>	<b>574</b>	<b>240</b>
5712	Furniture stores -----	8	6 847	1 180	371	128
5713, 4, 9	Home furnishings stores -----	15	2 943	578	165	94
572, 3	Household appliance, radio, television, and music stores -----	6	1 192	233	38	18
58	<b>Eating and drinking places -----</b>	<b>41</b>	<b>19 253</b>	<b>5 013</b>	<b>1 119</b>	<b>1 138</b>
5812	Eating places -----	37	18 790	4 915	1 089	1 105
5813	Drinking places (alcoholic beverages) -----	4	463	98	30	33
591	<b>Drug and proprietary stores -----</b>	<b>5</b>	<b>4 488</b>	<b>883</b>	<b>183</b>	<b>93</b>
59 ex. 591, 8	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>95</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	4	1 387	120	43	26
594	Miscellaneous shopping goods stores -----	55	15 525	2 437	585	334
5992	Florists -----	9	855	218	45	34

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 8</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>106</b>	<b>52 728</b>	<b>7 395</b>	<b>1 752</b>	<b>1 434</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>6</b>	<b>22 409</b>	<b>2 921</b>	<b>675</b>	<b>650</b>
531	Department stores <sup>3</sup> -----	3	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup>-----</b>	<b>9</b>	<b>4 343</b>	<b>401</b>	<b>102</b>	<b>46</b>
541	Grocery stores -----	5	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	<b>10</b>	<b>4 296</b>	<b>517</b>	<b>124</b>	<b>55</b>
554	<b>Gasoline service stations -----</b>	<b>7</b>	<b>2 306</b>	<b>235</b>	<b>73</b>	<b>45</b>
56	<b>Apparel and accessory stores -----</b>	<b>16</b>	<b>4 296</b>	<b>661</b>	<b>152</b>	<b>125</b>
561	Men's and boys' clothing and furnishings stores -----	4	895	162	34	20
562, 3, 8	Women's clothing and specialty stores and furriers -----	4	(D)	(D)	(D)	(D)
582	Women's ready-to-wear stores -----	2	(D)	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	8	1 200	196	43	36
564, 9	Other apparel and accessory stores -----	-	-	-	-	-
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>6</b>	<b>2 833</b>	<b>402</b>	<b>97</b>	<b>42</b>
5712	Furniture stores -----	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	4	1 486	187	44	23
58	<b>Eating and drinking places -----</b>	<b>23</b>	<b>5 722</b>	<b>1 381</b>	<b>331</b>	<b>347</b>
5812	Eating places -----	23	5 722	1 381	331	347
5813	Drinking places (alcoholic beverages) -----	-	-	-	-	-
591	<b>Drug and proprietary stores -----</b>	<b>4</b>	<b>2 035</b>	<b>326</b>	<b>72</b>	<b>47</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>21</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	3	992	33	6	7
594	Miscellaneous shopping goods stores -----	10	2 561	349	82	48
5992	Florists -----	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 9</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>159</b>	<b>278 181</b>	<b>30 995</b>	<b>7 227</b>	<b>4 828</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	-	-	-	-
53	<b>General merchandise group stores -----</b>	<b>8</b>	<b>143 240</b>	<b>15 885</b>	<b>3 470</b>	<b>2 690</b>
531	Department stores <sup>3</sup> -----	7	(D)	(D)	(D)	(D)
533	Variety stores-----	-	-	-	-	-
539	Miscellaneous general merchandise stores-----	1	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>8</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
541	Grocery stores -----	3	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	<b>7</b>	<b>68 541</b>	<b>5 871</b>	<b>1 533</b>	<b>373</b>
554	<b>Gasoline service stations -----</b>	<b>7</b>	<b>5 244</b>	<b>359</b>	<b>84</b>	<b>63</b>
56	<b>Apparel and accessory stores -----</b>	<b>53</b>	<b>25 825</b>	<b>3 143</b>	<b>763</b>	<b>543</b>
561	Men's and boys' clothing and furnishings stores -----	13	6 856	884	215	130
562, 3, 8	Women's clothing and specialty stores and furriers -----	20	11 537	1 291	315	281
562	Women's ready-to-wear stores -----	18	(D)	(D)	(D)	(D)
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	15	5 284	716	174	97
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>18</b>	<b>5 330</b>	<b>737</b>	<b>154</b>	<b>71</b>
5712	Furniture stores -----	4	1 070	134	38	19
5713, 4, 9	Home furnishings stores -----	5	1 297	230	40	24
572, 3	Household appliance, radio, television, and music stores -----	7	2 963	373	76	28
58	<b>Eating and drinking places-----</b>	<b>25</b>	<b>12 502</b>	<b>3 071</b>	<b>728</b>	<b>785</b>
5812	Eating places-----	25	12 502	3 071	728	785
5813	Drinking places (alcoholic beverages) -----	-	-	-	-	-
591	<b>Drug and proprietary stores -----</b>	<b>1</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup>-----</b>	<b>34</b>	<b>9 071</b>	<b>1 096</b>	<b>274</b>	<b>192</b>
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	25	7 706	889	226	163
5992	Florists-----	1	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 18</b>					
	Retail stores <sup>2</sup> -----	157	155 832	19 179	4 410	2 913
52	Building materials, hardware, garden supply, and mobile home dealers-----	-	-	-	-	-
525	Hardware stores-----	-	-	-	-	-
52 ex. 525	Other-----	-	-	-	-	-
53	General merchandise group stores-----	5	67 384	8 486	1 900	1 234
531	Department stores <sup>3</sup> -----	3	(D)	(D)	(D)	(D)
533	Variety stores-----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	10	16 886	1 597	373	148
541	Grocery stores-----	4	15 757	1 450	337	110
55 ex. 554	Automotive dealers-----	2	(D)	(D)	(D)	(D)
554	Gasoline service stations-----	11	4 808	538	135	55
56	Apparel and accessory stores-----	46	19 188	2 228	517	382
561	Men's and boys' clothing and furnishings stores-----	10	4 368	572	134	80
562, 3, 8	Women's clothing and specialty stores and furriers-----	21	9 802	1 056	251	207
562	Women's ready-to-wear stores-----	18	9 540	1 015	240	197
565	Family clothing stores-----	2	(D)	(D)	(D)	(D)
566	Shoe stores-----	10	3 364	462	107	65
564, 9	Other apparel and accessory stores-----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	19	5 836	833	210	106
5712	Furniture stores-----	5	1 785	294	70	34
5713, 4, 9	Home furnishings stores-----	6	971	183	55	29
572, 3	Household appliance, radio, television, and music stores-----	8	3 080	356	85	43
58	Eating and drinking places-----	22	8 707	2 065	501	590
5812	Eating places-----	21	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages)-----	1	(D)	(D)	(D)	(D)
591	Drug and proprietary stores-----	5	2 680	364	90	50
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	37	(D)	(D)	(D)	(D)
592	Liquor stores-----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores-----	28	10 262	1 205	304	196
5992	Florists-----	-	-	-	-	-

See footnotes at end of table.



**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 19</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>100</b>	<b>66 885</b>	<b>8 818</b>	<b>1 997</b>	<b>1 749</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	-	-	-	-	-
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	-	-	-	-
53	<b>General merchandise group stores -----</b>	<b>3</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	<b>Food stores<sup>4</sup> -----</b>	<b>7</b>	<b>1 152</b>	<b>147</b>	<b>30</b>	<b>46</b>
541	Grocery stores -----	-	-	-	-	-
55 ex. 554	<b>Automotive dealers -----</b>	-	-	-	-	-
554	<b>Gasoline service stations -----</b>	-	-	-	-	-
56	<b>Apparel and accessory stores -----</b>	<b>43</b>	<b>14 084</b>	<b>1 815</b>	<b>426</b>	<b>337</b>
561	Men's and boys' clothing and furnishings stores -----	9	3 539	482	120	83
562, 3, 8	Women's clothing and specialty stores and furriers -----	20	6 825	870	201	171
562	Women's ready-to-wear stores -----	19	(D)	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	10	2 379	326	72	51
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>11</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
5712	Furniture stores -----	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	4	773	136	33	23
572, 3	Household appliance, radio, television, and music stores -----	6	1 962	303	48	20
58	<b>Eating and drinking places -----</b>	<b>10</b>	<b>3 408</b>	<b>802</b>	<b>191</b>	<b>240</b>
5812	Eating places -----	10	3 408	802	191	240
5813	Drinking places (alcoholic beverages) -----	-	-	-	-	-
591	<b>Drug and proprietary stores -----</b>	-	-	-	-	-
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>26</b>	<b>6 792</b>	<b>927</b>	<b>235</b>	<b>159</b>
592	Liquor stores -----	-	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	22	5 884	770	186	135
5992	Florists -----	-	-	-	-	-

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 20</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>221</b>	<b>112 691</b>	<b>16 273</b>	<b>3 917</b>	<b>2 356</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>4</b>	<b>877</b>	<b>105</b>	<b>22</b>	<b>16</b>
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>10</b>	<b>7 476</b>	<b>982</b>	<b>246</b>	<b>103</b>
541	Grocery stores -----	5	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	<b>11</b>	<b>39 522</b>	<b>3 431</b>	<b>815</b>	<b>211</b>
554	<b>Gasoline service stations -----</b>	<b>8</b>	<b>2 920</b>	<b>296</b>	<b>67</b>	<b>42</b>
56	<b>Apparel and accessory stores -----</b>	<b>24</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
561	Men's and boys' clothing and furnishings stores -----	6	1 135	209	46	16
562, 3, 6	Women's clothing and specialty stores and furriers -----	11	3 427	746	172	106
562	Women's ready-to-wear stores -----	9	(D)	(D)	(D)	(D)
565	Family clothing stores -----	-	(D)	(D)	(D)	(D)
566	Shoe stores -----	4	617	100	25	16
564, 9	Other apparel and accessory stores -----	3	262	30	6	6
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>33</b>	<b>8 817</b>	<b>1 096</b>	<b>291</b>	<b>170</b>
5712	Furniture stores -----	7	1 631	241	54	19
5713, 4, 9	Home furnishings stores -----	12	2 019	345	84	78
572, 3	Household appliance, radio, television, and music stores -----	14	5 167	510	153	73
58	<b>Eating and drinking places -----</b>	<b>36</b>	<b>13 437</b>	<b>3 170</b>	<b>709</b>	<b>724</b>
5812	Eating places -----	29	11 947	2 847	643	664
5813	Drinking places (alcoholic beverages) -----	7	1 490	323	66	60
591	<b>Drug and proprietary stores -----</b>	<b>4</b>	<b>2 331</b>	<b>333</b>	<b>74</b>	<b>45</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>91</b>	<b>12 397</b>	<b>1 750</b>	<b>435</b>	<b>277</b>
592	Liquor stores -----	4	1 809	135	23	17
594	Miscellaneous shopping goods stores -----	44	7 656	1 135	306	197
5992	Florists -----	3	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Atlanta</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>3 633</b>	<b>1 793 892</b>	<b>251 738</b>	<b>60 882</b>	<b>37 952</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>88</b>	<b>50 048</b>	<b>8 607</b>	<b>1 550</b>	<b>757</b>
525	Hardware stores -----	30	7 067	1 081	235	137
52 ex. 525	Other -----	58	42 981	5 728	1 315	820
53	<b>General merchandise group stores -----</b>	<b>68</b>	<b>310 880</b>	<b>50 182</b>	<b>11 743</b>	<b>6 299</b>
531	Department stores <sup>3</sup> -----	21	278 242	48 287	10 785	7 674
533	Variety stores -----	25	(D)	2 181	499	391
539	Miscellaneous general merchandise stores -----	22	(D)	1 714	459	234
54	<b>Food stores<sup>4</sup> -----</b>	<b>439</b>	<b>265 474</b>	<b>27 949</b>	<b>8 873</b>	<b>3 097</b>
541	Grocery stores -----	340	253 193	25 880	6 371	2 707
55 ex. 554	<b>Automotive dealers -----</b>	<b>191</b>	<b>397 872</b>	<b>37 995</b>	<b>9 326</b>	<b>2 857</b>
554	<b>Gasoline service stations -----</b>	<b>321</b>	<b>119 211</b>	<b>8 694</b>	<b>2 185</b>	<b>1 543</b>
56	<b>Apparel and accessory stores -----</b>	<b>316</b>	<b>110 772</b>	<b>18 038</b>	<b>4 385</b>	<b>2 698</b>
561	Men's and boys' clothing and furnishings stores -----	89	28 987	4 886	1 203	731
562, 3, 8	Women's clothing and specialty stores and furriers -----	103	43 418	7 091	1 701	1 105
562	Women's ready-to-wear stores -----	84	(D)	(D)	(D)	(D)
565	Family clothing stores -----	38	11 819	1 611	396	276
566	Shoe stores -----	75	(D)	3 962	952	512
564, 9	Other apparel and accessory stores -----	31	(D)	486	113	74
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>244</b>	<b>65 888</b>	<b>10 247</b>	<b>2 565</b>	<b>1 124</b>
5712	Furniture stores -----	84	30 761	5 464	1 402	533
5713, 4, 9	Home furnishings stores -----	71	10 799	1 587	431	227
572, 3	Household appliance, radio, television, and music stores -----	89	24 328	3 196	732	364
58	<b>Eating and drinking places -----</b>	<b>629</b>	<b>234 530</b>	<b>60 830</b>	<b>14 849</b>	<b>13 375</b>
5812	Eating places -----	709	211 538	56 039	13 525	12 319
5813	Drinking places (alcoholic beverages) -----	120	22 992	4 591	1 124	1 056
591	<b>Drug and proprietary stores -----</b>	<b>103</b>	<b>44 924</b>	<b>8 681</b>	<b>1 605</b>	<b>918</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>1 034</b>	<b>194 493</b>	<b>24 517</b>	<b>8 021</b>	<b>3 484</b>
592	Liquor stores -----	182	73 680	5 835	1 432	811
594	Miscellaneous shopping goods stores -----	382	79 869	11 616	2 870	1 670
5992	Florists -----	78	7 753	1 876	430	280

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see Introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Peyroll entire year (\$1,000)	Peyroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Atlanta, Ga., SMSA</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>14 429</b>	<b>6 634 412</b>	<b>806 734</b>	<b>190 580</b>	<b>120 410</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>625</b>	<b>305 942</b>	<b>33 382</b>	<b>7 228</b>	<b>3 527</b>
525	Hardware stores -----	166	34 676	4 724	1 096	620
52 ex. 525	Other -----	459	271 266	26 658	6 130	2 907
53	<b>General merchandise group stores -----</b>	<b>360</b>	<b>1 175 019</b>	<b>153 959</b>	<b>35 158</b>	<b>26 176</b>
531	Department stores <sup>3</sup> -----	84	1 005 617	137 664	31 309	23 572
533	Variety stores -----	115	43 542	6 327	1 546	1 251
539	Miscellaneous general merchandise stores -----	161	125 860	9 968	2 303	1 355
54	<b>Food stores<sup>4</sup> -----</b>	<b>1 922</b>	<b>1 276 180</b>	<b>124 731</b>	<b>29 747</b>	<b>13 432</b>
541	Grocery stores -----	1 515	1 227 400	116 064	26 217	12 222
55 ex. 554	<b>Automotive dealers -----</b>	<b>1 158</b>	<b>1 437 965</b>	<b>133 004</b>	<b>31 592</b>	<b>10 094</b>
554	<b>Gasoline service stations -----</b>	<b>1 546</b>	<b>563 724</b>	<b>39 201</b>	<b>9 796</b>	<b>6 642</b>
56	<b>Apparel and accessory stores -----</b>	<b>1 075</b>	<b>282 668</b>	<b>39 668</b>	<b>9 344</b>	<b>6 468</b>
561	Men's and boys' clothing and furnishings stores -----	191	59 667	9 197	2 193	1 371
562, 3, 6	Women's clothing and specialty stores and furriers -----	372	114 705	15 106	3 536	2 691
562	Women's ready-to-wear stores -----	326	110 601	14 524	3 400	2 592
565	Family clothing stores -----	166	42 499	5 385	1 300	940
566	Shoe stores -----	241	57 344	6 735	2 032	1 258
564, 9	Other apparel and accessory stores -----	105	6 433	1 245	283	208
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>1 190</b>	<b>254 689</b>	<b>36 142</b>	<b>6 645</b>	<b>3 979</b>
5712	Furniture stores -----	406	116 652	17 653	4 370	1 671
5713, 4, 9	Home furnishings stores -----	367	46 832	6 294	1 514	841
572, 3	Household appliance, radio, television, and music stores -----	397	91 005	11 995	2 761	1 267
58	<b>Eating and drinking places -----</b>	<b>2 399</b>	<b>638 809</b>	<b>159 746</b>	<b>38 085</b>	<b>37 649</b>
5812	Eating places -----	2 190	601 044	152 356	36 255	35 954
5813	Drinking places (alcoholic beverages) -----	209	37 765	7 390	1 830	1 695
591	<b>Drug and proprietary stores -----</b>	<b>441</b>	<b>199 294</b>	<b>29 689</b>	<b>7 086</b>	<b>4 059</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>3 715</b>	<b>500 122</b>	<b>57 212</b>	<b>13 899</b>	<b>8 383</b>
592	Liquor stores -----	404	165 101	11 747	2 850	1 631
594	Miscellaneous shopping goods stores -----	1 331	192 004	25 262	6 136	3 934
5992	Florists -----	308	24 751	5 205	1 228	869

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



Table 5. **Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see Introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Atlanta</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>536</b>	<b>320 382</b>	<b>54 607</b>	<b>13 188</b>	<b>9 932</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>18</b>	<b>111 833</b>	<b>20 952</b>	<b>4 832</b>	<b>4 275</b>
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	10	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	8	(D)	(D)	(D)	(D)
54	<b>Food stores -----</b>	<b>40</b>	<b>9 277</b>	<b>1 070</b>	<b>273</b>	<b>219</b>
55 ex. 554	<b>Automotive dealers -----</b>	<b>18</b>	<b>78 077</b>	<b>8 275</b>	<b>2 355</b>	<b>732</b>
554	<b>Gasoline service stations -----</b>	<b>18</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
56	<b>Apparel and accessory stores -----</b>	<b>110</b>	<b>42 067</b>	<b>9 155</b>	<b>2 171</b>	<b>1 592</b>
561	Men's and boys' clothing and furnishings stores -----	32	16 894	3 992	935	594
562, 3, 8	Women's clothing and specialty stores and furriers -----	24	13 288	3 113	750	811
562	Women's ready-to-wear stores -----	20	12 967	3 047	732	592
565	Family clothing stores -----	7	1 568	259	61	54
566	Shoe stores -----	38	9 465	1 578	378	287
564, 9	Other apparel and accessory stores -----	9	1 052	213	47	48
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>43</b>	<b>15 287</b>	<b>2 875</b>	<b>708</b>	<b>423</b>
5712	Furniture stores -----	20	10 769	2 084	503	313
5713, 4, 9	Home furnishings stores -----	8	935	307	79	37
572, 3	Household appliance, radio, television, and music stores -----	17	3 583	484	126	73
58	<b>Eating and drinking places -----</b>	<b>123</b>	<b>27 107</b>	<b>7 039</b>	<b>1 632</b>	<b>1 746</b>
5812	Eating places -----	99	23 623	6 391	1 479	1 618
5813	Drinking places (alcoholic beverages) -----	24	3 484	648	153	128
591	<b>Drug and proprietary stores -----</b>	<b>20</b>	<b>8 442</b>	<b>978</b>	<b>226</b>	<b>160</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup> -----</b>	<b>146</b>	<b>23 478</b>	<b>3 780</b>	<b>884</b>	<b>694</b>
592	Liquor stores -----	20	3 959	224	50	56
594	Miscellaneous shopping goods stores -----	58	13 595	2 264	523	376
5992	Florists -----	8	687	201	46	26

<sup>1</sup>For all establishments, including those with no payroll.  
<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).  
<sup>3</sup>Includes sales from catalog order desks.  
<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Atlanta</b>			
	Retail stores <sup>2</sup> -----	-15.6	5.9	52.3
52	Building materials, hardware, garden supply, and mobile home dealers-----	-92.9	-1.5	19.1
525	Hardware stores-----	-	23.9	58.5
52 ex. 525	Other-----	-92.9	-4.8	15.5
53	General merchandise group stores-----	-19.8	-16.4	49.2
531	Department stores <sup>3</sup> -----	-15.2	-18.2	50.3
533	Variety stores-----	-12.2	(D)	-28.1
539	Miscellaneous general merchandise stores-----	-94.1	(D)	117.8
54	Food stores <sup>4</sup> -----	8.5	24.6	89.9
541	Grocery stores-----	(NA)	20.6	68.9
55 ex. 554	Automotive dealers-----	-44.5	7.5	47.6
554	Gasoline service stations-----	(D)	30.3	66.2
56	Apparel and accessory stores-----	-17.5	-5.3	33.9
561	Men's and boys' clothing and furnishings stores-----	-32.9	-6.2	7.1
562, 3, 6	Women's clothing and specialty stores and furriers-----	-15.9	-15.2	41.5
562	Women's ready-to-wear stores-----	(D)	(D)	44.5
565	Family clothing stores-----	105.4	10.6	41.1
566	Shoe stores-----	-14.9	(D)	48.0
564, 9	Other apparel and accessory stores-----	-0.9	(D)	53.8
57	Furniture, home furnishings, and equipment stores-----	-47.1	-3.5	15.6
5712	Furniture stores-----	-43.3	-14.6	7.6
5713, 4, 9	Home furnishings stores-----	(D)	42.0	37.2
572, 3	Household appliance, radio, television, and music stores-----	(D)	-1.4	17.3
58	Eating and drinking places-----	64.1	22.9	79.0
5812	Eating places-----	73.2	24.0	81.0
5813	Drinking places (alcoholic beverages)-----	-2.3	13.3	52.4
591	Drug and proprietary stores-----	-18.7	4.2	51.5
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	(D)	9.0	52.8
592	Liquor stores-----	12.2	-22.9	21.0
594	Miscellaneous shopping goods stores-----	41.4	72.2	84.6
5992	Florists-----	19.9	34.0	49.4

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Atlanta</b>					
	Retail stores <sup>1</sup> -----	15.1	4.1	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	2.8	4.8
525	Hardware stores -----	-	-	-	0.4	0.5
52 ex. 525	Other -----	(D)	(D)	(D)	2.4	4.1
53	General merchandise group stores -----	28.9	7.7	34.1	17.3	17.7
53t	Department stores <sup>2</sup> -----	(D)	(D)	(D)	15.4	15.2
533	Variety stores -----	64.7	(D)	(D)	(D)	0.7
539	Miscellaneous general merchandise stores -----	1.9	(D)	(D)	(D)	1.9
54	Food stores <sup>3</sup> -----	3.8	0.8	3.8	14.8	19.2
54t	Grocery stores -----	3.0	0.6	2.8	14.1	18.5
55 ex. 554	Automotive dealers -----	10.9	3.0	16.4	22.2	21.7
554	Gasoline service stations -----	2.8	0.8	1.3	6.6	8.5
56	Apparel and accessory stores -----	31.3	12.3	12.9	6.2	4.3
56t	Men's and boys' clothing and furnishings stores -----	38.6	18.8	4.1	1.6	0.9
562, 3, 8	Women's clothing and specialty stores and furriers -----	25.7	9.7	4.2	2.4	1.7
562	Women's ready-to-wear stores -----	28.6	(D)	(D)	(D)	1.7
565	Family clothing stores -----	27.2	7.6	1.2	0.7	0.6
566	Shoe stores -----	(D)	14.0	3.0	(D)	0.9
564, 9	Other apparel and accessory stores -----	(D)	12.4	0.4	(D)	0.1
57	Furniture, home furnishings, and equipment stores -----	12.3	3.2	3.0	3.7	3.8
57t2	Furniture stores -----	19.9	5.2	2.3	1.7	1.8
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	0.6	0.7
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	(D)	1.4	1.4
58	Eating and drinking places -----	19.0	7.0	18.4	13.1	9.6
58t2	Eating places -----	19.3	6.8	15.1	11.8	9.1
58t3	Drinking places (alcoholic beverages) -----	15.5	9.4	1.3	1.3	0.6
591	Drug and proprietary stores -----	15.3	3.4	2.6	2.5	3.0
59 ex. 591, 8	Miscellaneous retail stores <sup>4</sup> -----	(D)	(D)	(D)	10.8	7.5
592	Liquor stores -----	6.0	2.7	1.7	4.1	2.5
594	Miscellaneous shopping goods stores -----	24.1	10.0	7.1	4.5	2.9
5992	Florists -----	10.6	3.3	0.3	0.4	0.4

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

# AUGUSTA

## Standard Metropolitan Statistical Area



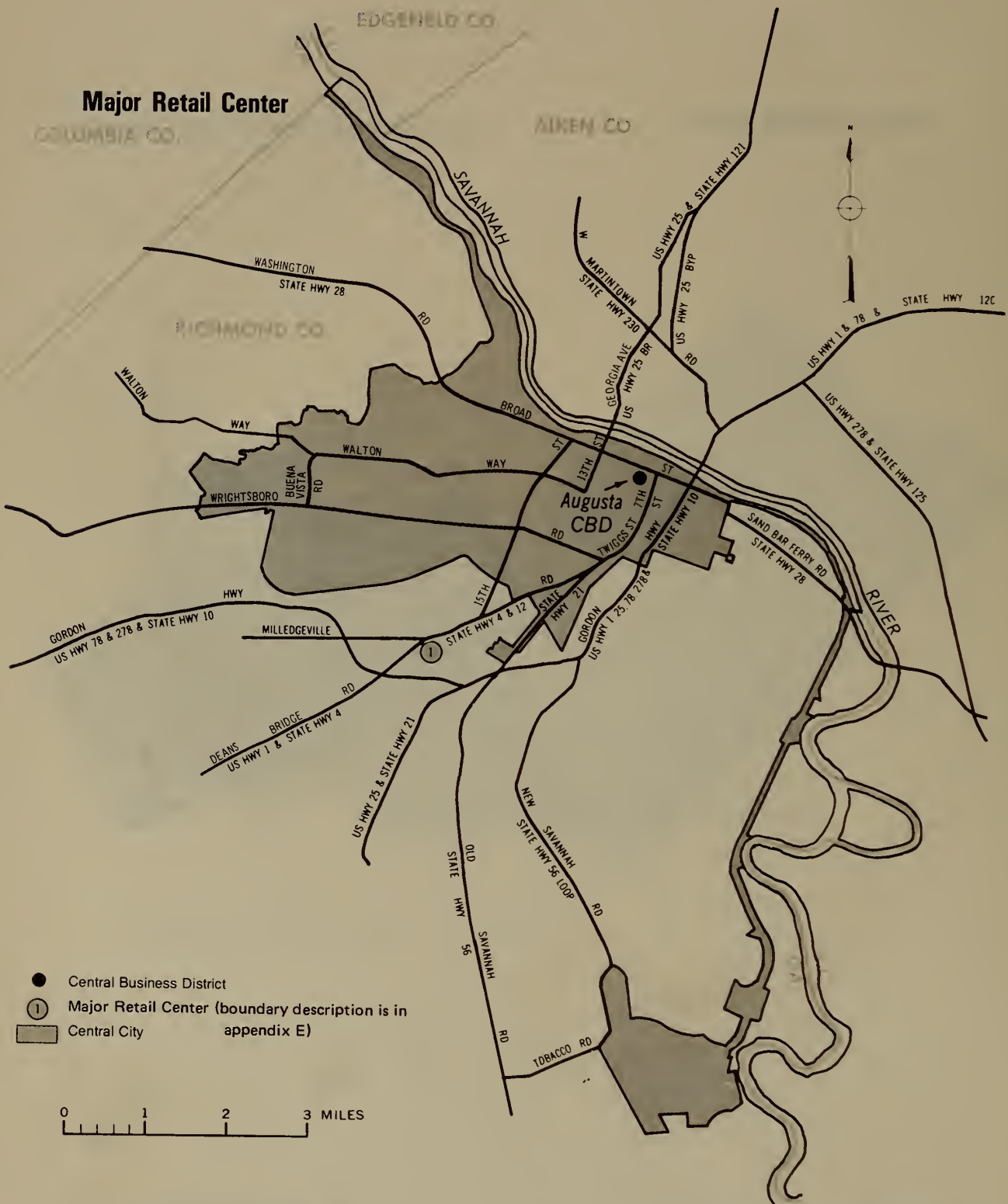


**AUGUSTA**

**Central Business District**



AUGUSTA



- Central Business District
- ① Major Retail Center (boundary description is in appendix E)
- Central City

0 1 2 3 MILES

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

		Standard metropolitan statistical area	City	Central business district	Major retail center No. 1
	<b>Retail stores:<sup>1 2</sup></b>				
	Number -----	2 356	713	208	66
	Sales (\$1,000) -----	910 463	295 031	67 261	46 565
	Payroll entire year (\$1,000) -----	(D)	39 419	13 627	5 453
	Paid employees for week including March 12 ---	(D)	5 931	2 084	905
54, 58, 591	<b>Convenience goods stores:</b>				
	Number -----	635	241	43	24
	Sales (\$1,000) -----	(D)	(D)	8 489	16 575
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>				
	Number -----	566	228	112	26
	Sales (\$1,000) -----	250 699	(D)	56 131	25 604
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>				
	Number -----	955	246	51	14
	Sales (\$1,000) -----	(D)	116 487	20 661	4 386
	<b>Number of Establishments</b>				
	<b>Retail stores<sup>1 2</sup> -----</b>	<b>2 358</b>	<b>713</b>	<b>208</b>	<b>66</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>115</b>	<b>23</b>	<b>3</b>	<b>-</b>
525	Hardware stores -----	31	4	2	-
52 ex. 525	Other -----	84	19	1	-
53	<b>General merchandise group stores -----</b>	<b>59</b>	<b>14</b>	<b>8</b>	<b>3</b>
531	Department stores <sup>4</sup> -----	13	5	4	2
533	Variety stores -----	25	5	3	1
539	Miscellaneous general merchandise stores -----	21	4	1	-
54	<b>Food stores<sup>5</sup> -----</b>	<b>377</b>	<b>87</b>	<b>5</b>	<b>6</b>
541	Grocery stores -----	333	73	4	4
55 ex. 554	<b>Automotive dealers -----</b>	<b>233</b>	<b>57</b>	<b>18</b>	<b>8</b>
554	<b>Gasoline service stations -----</b>	<b>242</b>	<b>48</b>	<b>4</b>	<b>8</b>
56	<b>Apparel and accessory stores -----</b>	<b>160</b>	<b>78</b>	<b>49</b>	<b>8</b>
561	Men's and boys' clothing and furnishings stores --	19	13	9	-
562, 3, 8	Women's clothing and specialty stores and furriers -----	62	24	9	3
562	Women's ready-to-wear stores -----	59	23	8	3
565	Family clothing stores -----	35	15	11	2
566	Shoe stores -----	27	14	12	3
564, 9	Other apparel and accessory stores -----	17	10	6	-
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>177</b>	<b>84</b>	<b>27</b>	<b>11</b>
5712	Furniture stores -----	63	28	18	3
5713, 4, 9	Home furnishings stores -----	54	11	2	2
572, 3	Household appliance, radio, television, and music stores -----	60	25	7	6
58	<b>Eating and drinking places -----</b>	<b>390</b>	<b>133</b>	<b>35</b>	<b>15</b>
5812	Eating places -----	319	107	24	13
5813	Drinking places (alcoholic beverages) -----	71	26	11	2
591	<b>Drug and proprietary stores -----</b>	<b>68</b>	<b>21</b>	<b>3</b>	<b>3</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	<b>535</b>	<b>190</b>	<b>54</b>	<b>8</b>
592	Liquor stores -----	98	33	4	-
594	Miscellaneous shopping goods stores -----	170	72	28	6
5992	Florists -----	53	18	1	1

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Augusta CBD</b>						
	<b>Retail stores<sup>2</sup>-----</b>	<b>206</b>	<b>87 281</b>	<b>13 627</b>	<b>3 215</b>	<b>2 084</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>3</b>	<b>878</b>	<b>171</b>	<b>38</b>	<b>26</b>
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>8</b>	<b>23 340</b>	<b>3 541</b>	<b>868</b>	<b>594</b>
531	Department stores <sup>3</sup> -----	4	(D)	(D)	(D)	(D)
533	Variety stores -----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>5</b>	<b>2 228</b>	<b>261</b>	<b>66</b>	<b>34</b>
541	Grocery stores -----	4	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	<b>18</b>	<b>18 046</b>	<b>1 521</b>	<b>351</b>	<b>140</b>
554	<b>Gasoline service stations -----</b>	<b>4</b>	<b>465</b>	<b>33</b>	<b>10</b>	<b>11</b>
56	<b>Apparel and accessory stores -----</b>	<b>49</b>	<b>17 787</b>	<b>3 286</b>	<b>771</b>	<b>499</b>
561	Men's and boys' clothing and furnishings stores -----	9	2 458	547	93	74
562, 3, 8	Women's clothing and specialty stores and furriers -----	9	3 307	406	111	97
562	Women's ready-to-wear stores -----	8	(D)	(D)	(D)	(D)
565	Family clothing stores -----	11	8 732	1 738	422	248
566	Shoe stores -----	12	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	8	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>27</b>	<b>10 507</b>	<b>1 907</b>	<b>489</b>	<b>225</b>
5712	Furniture stores -----	18	8 601	1 653	423	189
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	7	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places -----</b>	<b>35</b>	<b>5 045</b>	<b>1 383</b>	<b>286</b>	<b>339</b>
5812	Eating places -----	24	3 932	1 116	217	231
5813	Drinking places (alcoholic beverages) -----	11	1 113	267	69	108
591	<b>Drug and proprietary stores -----</b>	<b>3</b>	<b>1 216</b>	<b>163</b>	<b>36</b>	<b>26</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>54</b>	<b>9 769</b>	<b>1 361</b>	<b>300</b>	<b>190</b>
592	Liquor stores -----	4	481	39	11	12
594	Miscellaneous shopping goods stores -----	28	6 497	982	207	136
5992	Florists -----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Augusta</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>713</b>	<b>295 031</b>	<b>39 419</b>	<b>9 418</b>	<b>5 931</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>23</b>	<b>15 750</b>	<b>1 878</b>	<b>384</b>	<b>202</b>
525	Hardware stores -----	4	550	108	25	19
52 ex. 525	Other -----	19	15 200	1 570	359	183
53	<b>General merchandise group stores -----</b>	<b>14</b>	<b>(D)</b>	<b>8 772</b>	<b>2 048</b>	<b>1 194</b>
531	Department stores <sup>3</sup> -----	5	51 784	8 118	1 882	1 066
533	Variety stores -----	5	(D)	592	148	115
539	Miscellaneous general merchandise stores -----	4	(D)	62	18	13
54	<b>Food stores<sup>4</sup>-----</b>	<b>87</b>	<b>30 089</b>	<b>2 838</b>	<b>875</b>	<b>395</b>
541	Grocery stores -----	73	29 064	2 643	631	354
55 ex. 554	<b>Automotive dealers -----</b>	<b>57</b>	<b>70 555</b>	<b>5 848</b>	<b>1 388</b>	<b>547</b>
554	<b>Gasoline service stations -----</b>	<b>48</b>	<b>13 320</b>	<b>829</b>	<b>224</b>	<b>161</b>
56	<b>Apparel and accessory stores -----</b>	<b>76</b>	<b>26 853</b>	<b>4 581</b>	<b>1 149</b>	<b>705</b>
561	Men's and boys' clothing and furnishings stores -----	13	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	24	(D)	880	218	172
562	Women's ready-to-wear stores -----	23	(D)	(D)	(D)	(D)
565	Family clothing stores -----	15	13 046	2 280	601	331
566	Shoe stores -----	14	3 457	649	156	83
564, 9	Other apparel and accessory stores -----	10	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>84</b>	<b>21 892</b>	<b>3 477</b>	<b>838</b>	<b>390</b>
5712	Furniture stores -----	28	(D)	2 051	524	231
5713, 4, 9	Home furnishings stores -----	11	(D)	600	138	57
572, 3	Household appliance, radio, television, and music stores -----	25	(D)	826	174	102
58	<b>Eating and drinking places -----</b>	<b>133</b>	<b>24 039</b>	<b>8 203</b>	<b>1 491</b>	<b>1 552</b>
5812	Eating places -----	107	21 657	5 792	1 391	1 403
5813	Drinking places (alcoholic beverages) -----	26	2 382	411	100	149
591	<b>Drug and proprietary stores -----</b>	<b>21</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 8	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>190</b>	<b>29 034</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	33	7 588	594	145	122
594	Miscellaneous shopping goods stores -----	72	12 172	1 679	374	271
5992	Florists -----	18	(D)	328	74	56

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see Introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Augusta, Ga.-S.C., SMSA</b>						
	<b>Retail stores<sup>2</sup>-----</b>	<b>2 356</b>	<b>910 463</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>115</b>	<b>53 115</b>	<b>5 957</b>	<b>1 252</b>	<b>667</b>
525	Hardware stores -----	31	4 160	819	145	97
52 ex. 525	Other -----	84	48 955	5 338	1 107	570
53	<b>General merchandise group stores -----</b>	<b>59</b>	<b>139 358</b>	<b>17 980</b>	<b>4 177</b>	<b>2 964</b>
531	Department stores <sup>3</sup> -----	13	(D)	(D)	(D)	(D)
533	Variety stores -----	25	24 156	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	21	(D)	1 088	249	274
54	<b>Food stores<sup>4</sup> -----</b>	<b>377</b>	<b>196 771</b>	<b>17 021</b>	<b>4 166</b>	<b>2 418</b>
541	Grocery stores -----	333	193 550	16 633	4 069	2 327
55 ex. 554	<b>Automotive dealers -----</b>	<b>233</b>	<b>206 839</b>	<b>17 871</b>	<b>4 142</b>	<b>1 676</b>
554	<b>Gasoline service stations -----</b>	<b>242</b>	<b>68 570</b>	<b>4 093</b>	<b>1 067</b>	<b>774</b>
56	<b>Apparel and accessory stores -----</b>	<b>160</b>	<b>51 047</b>	<b>7 779</b>	<b>2 010</b>	<b>1 269</b>
561	Men's and boys' clothing and furnishings stores -----	19	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	62	11 875	1 473	359	315
562	Women's ready-to-wear stores -----	59	(D)	(D)	(D)	(D)
565	Family clothing stores -----	35	(D)	(D)	(D)	(D)
566	Shoe stores -----	27	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	17	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>177</b>	<b>39 244</b>	<b>5 888</b>	<b>1 411</b>	<b>716</b>
5712	Furniture stores -----	63	18 750	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	54	9 261	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	60	11 233	1 467	307	202
58	<b>Eating and drinking places -----</b>	<b>390</b>	<b>68 814</b>	<b>16 618</b>	<b>3 704</b>	<b>4 068</b>
5812	Eating places -----	319	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	71	(D)	(D)	(D)	(D)
591	<b>Drug and proprietary stores -----</b>	<b>68</b>	<b>(D)</b>	<b>3 750</b>	<b>926</b>	<b>601</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>535</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	98	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	170	21 050	2 655	602	442
5992	Florists -----	53	3 234	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see Introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Augusta</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>246</b>	<b>91 704</b>	<b>13 347</b>	<b>3 275</b>	<b>2 731</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>8</b>	<b>2 367</b>	<b>412</b>	<b>93</b>	<b>74</b>
525	Hardware stores -----	3	342	51	10	10
52 ex. 525	Other -----	5	2 025	361	83	64
53	<b>General merchandise group stores -----</b>	<b>13</b>	<b>24 014</b>	<b>3 446</b>	<b>862</b>	<b>747</b>
531	Department stores <sup>3</sup> -----	5	20 772	2 912	729	607
533	Variety stores -----	3	2 485	438	107	108
539	Miscellaneous general merchandise stores -----	5	757	96	26	32
54	<b>Food stores -----</b>	<b>12</b>	<b>3 579</b>	<b>339</b>	<b>92</b>	<b>68</b>
55 ex. 554	<b>Automotive dealers -----</b>	<b>19</b>	<b>20 838</b>	<b>2 021</b>	<b>512</b>	<b>248</b>
554	<b>Gasoline service stations -----</b>	<b>9</b>	<b>690</b>	<b>57</b>	<b>14</b>	<b>17</b>
56	<b>Apparel and accessory stores -----</b>	<b>54</b>	<b>16 896</b>	<b>2 908</b>	<b>697</b>	<b>607</b>
561	Men's and boys' clothing and furnishings stores -----	15	3 379	536	129	109
562, 3, 8	Women's clothing and specialty stores and furriers -----	15	4 924	755	178	174
562	Women's ready-to-wear stores -----	13	(D)	(D)	(D)	(D)
565	Family clothing stores -----	9	6 197	1 196	300	232
566	Shoe stores -----	12	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>28</b>	<b>10 400</b>	<b>1 847</b>	<b>431</b>	<b>249</b>
5712	Furniture stores -----	17	8 678	1 591	371	206
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	10	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places -----</b>	<b>43</b>	<b>3 776</b>	<b>1 007</b>	<b>263</b>	<b>465</b>
5812	Eating places -----	36	3 123	901	230	406
5813	Drinking places (alcoholic beverages) -----	7	653	106	33	59
591	<b>Drug and proprietary stores -----</b>	<b>4</b>	<b>1 170</b>	<b>148</b>	<b>42</b>	<b>45</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup> -----</b>	<b>56</b>	<b>7 974</b>	<b>1 162</b>	<b>269</b>	<b>211</b>
592	Liquor stores -----	5	1 236	90	21	25
594	Miscellaneous shopping goods stores -----	31	4 990	839	176	140
5992	Florists -----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 6. Percent Change In Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Augusta</b>			
	Retail stores <sup>2</sup> -----	-4.6	12.4	57.8
52	Building materials, hardware, garden supply, and mobile home dealers-----	-62.9	-6.0	48.0
525	Hardware stores-----	(D)	(D)	66.4
52 ex. 525	Other-----	(D)	-7.2	46.6
53	General merchandise group stores-----	-2.6	-4.2	55.2
531	Department stores <sup>3</sup> -----	-0.7	2.7	(D)
533	Variety stores-----	(D)	-53.2	(D)
539	Miscellaneous general merchandise stores-----	(D)	(NC)	243.5
54	Food stores <sup>4</sup> -----	-37.7	-6.8	69.7
541	Grocery stores-----	(NA)	-7.1	69.9
55 ax. 554	Automotive dealers-----	-23.0	17.1	52.9
554	Gasoline service stations-----	-32.6	33.6	70.7
56	Apparel and accessory stores-----	5.3	13.7	38.0
561	Men's and boys' clothing and furnishings stores-----	-27.3	-22.6	-13.2
562, 3, 8	Women's clothing and specialty stores and furriers-----	-32.6	(D)	30.0
562	Women's ready-to-wear stores-----	-32.5	-7.7	31.7
565	Family clothing stores-----	40.9	44.5	(D)
566	Shoe stores-----	(D)	(D)	16.4
564, 9	Other apparel and accessory stores-----	(D)	58.9	(D)
57	Furniture, home furnishings, and equipment stores-----	1.0	25.1	39.8
5712	Furniture stores-----	-0.9	(D)	13.5
5713, 4, 9	Home furnishings stores-----	-53.0	(D)	124.7
572, 3	Household appliance, radio, television, and music stores-----	27.6	(D)	51.2
56	Eating and drinking places-----	33.6	52.3	98.1
5612	Eating places-----	25.9	57.6	(D)
5613	Drinking places (alcoholic beverages)-----	70.4	16.6	(D)
591	Drug and proprietary stores-----	3.9	13.7	(D)
59 ax. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	22.5	34.7	(D)
592	Liquor stores-----	-61.1	16.9	(D)
594	Miscellaneous shopping goods stores-----	30.2	24.9	46.0
5992	Florists-----	60.7	(D)	42.4

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Augusta</b>					
	<b>Retail stores<sup>1</sup> -----</b>	<b>29.6</b>	<b>9.6</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>5.6</b>	<b>1.7</b>	<b>1.0</b>	<b>5.3</b>	<b>5.8</b>
525	Hardware stores -----	(D)	(D)	(D)	0.2	0.5
52 ex. 525	Other -----	(D)	(D)	(D)	5.2	5.4
53	<b>General merchandise group stores -----</b>	<b>(D)</b>	<b>16.7</b>	<b>26.7</b>	<b>(D)</b>	<b>15.3</b>
531	Department stores <sup>2</sup> -----	39.8	(D)	23.6	17.6	(D)
533	Variety stores -----	81.7	(D)	(D)	(D)	2.7
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>3</sup> -----</b>	<b>7.4</b>	<b>1.1</b>	<b>2.6</b>	<b>10.2</b>	<b>21.6</b>
541	Grocery stores -----	(D)	(D)	(D)	9.9	21.3
55 ex. 554	<b>Automotive dealers -----</b>	<b>22.7</b>	<b>7.8</b>	<b>18.4</b>	<b>23.9</b>	<b>22.7</b>
554	<b>Gasoline service stations -----</b>	<b>3.5</b>	<b>0.7</b>	<b>0.5</b>	<b>4.5</b>	<b>7.5</b>
56	<b>Apparel and accessory stores -----</b>	<b>66.2</b>	<b>34.8</b>	<b>20.4</b>	<b>9.1</b>	<b>5.6</b>
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	2.8	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	27.8	3.8	(D)	1.3
562	Women's ready-to-wear stores -----	50.9	28.0	(D)	(D)	(D)
565	Family clothing stores -----	66.9	(D)	10.0	4.4	(D)
566	Shoe stores -----	84.3	(D)	3.3	1.2	(D)
564, 9	Other apparel and accessory stores -----	(D)	(D)	0.4	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>48.0</b>	<b>26.8</b>	<b>12.0</b>	<b>7.4</b>	<b>4.3</b>
5712	Furniture stores -----	(D)	45.9	9.9	(D)	2.1
5713, 4, 9	Home furnishings stores -----	3.8	(D)	(D)	(D)	1.0
572, 3	Household appliance, radio, television, and music stores -----	27.2	(D)	(D)	(D)	1.2
58	<b>Eating and drinking places -----</b>	<b>21.0</b>	<b>7.3</b>	<b>5.8</b>	<b>8.1</b>	<b>7.6</b>
5812	Eating places -----	18.2	(D)	4.5	7.3	(D)
5813	Drinking places (alcoholic beverages) -----	46.7	(D)	1.3	0.8	(D)
591	<b>Drug and proprietary stores -----</b>	<b>(D)</b>	<b>(D)</b>	<b>1.4</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup> -----</b>	<b>33.6</b>	<b>(D)</b>	<b>11.2</b>	<b>9.8</b>	<b>(D)</b>
592	Liquor stores -----	6.3	(D)	0.6	2.6	(D)
594	Miscellaneous shopping goods stores -----	53.4	30.9	7.4	4.1	2.3
5992	Florists -----	(D)	(D)	(D)	(D)	0.4

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

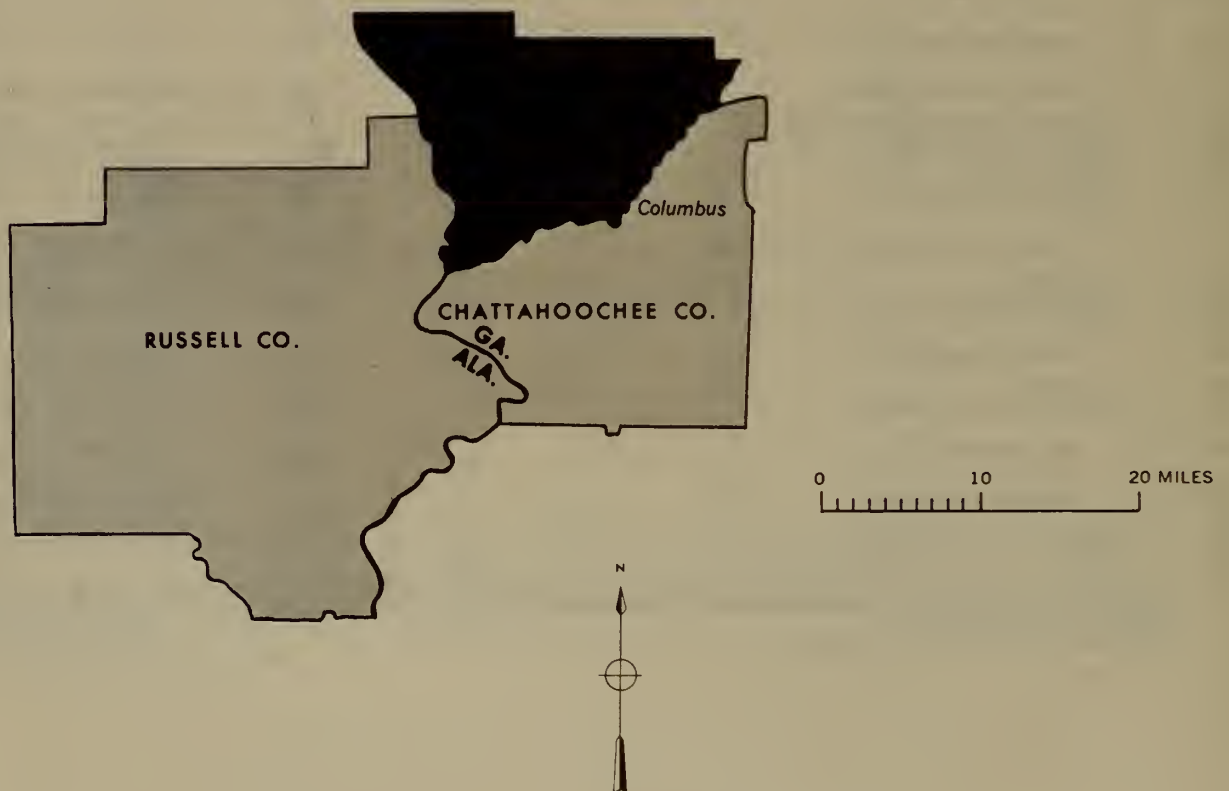
<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

# COLUMBUS

## Standard Metropolitan Statistical Area



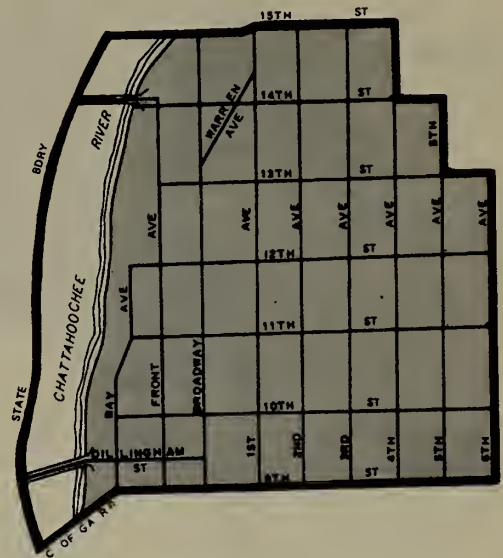
# COLUMBUS

## Central Business District

Comprising Census Tract 1

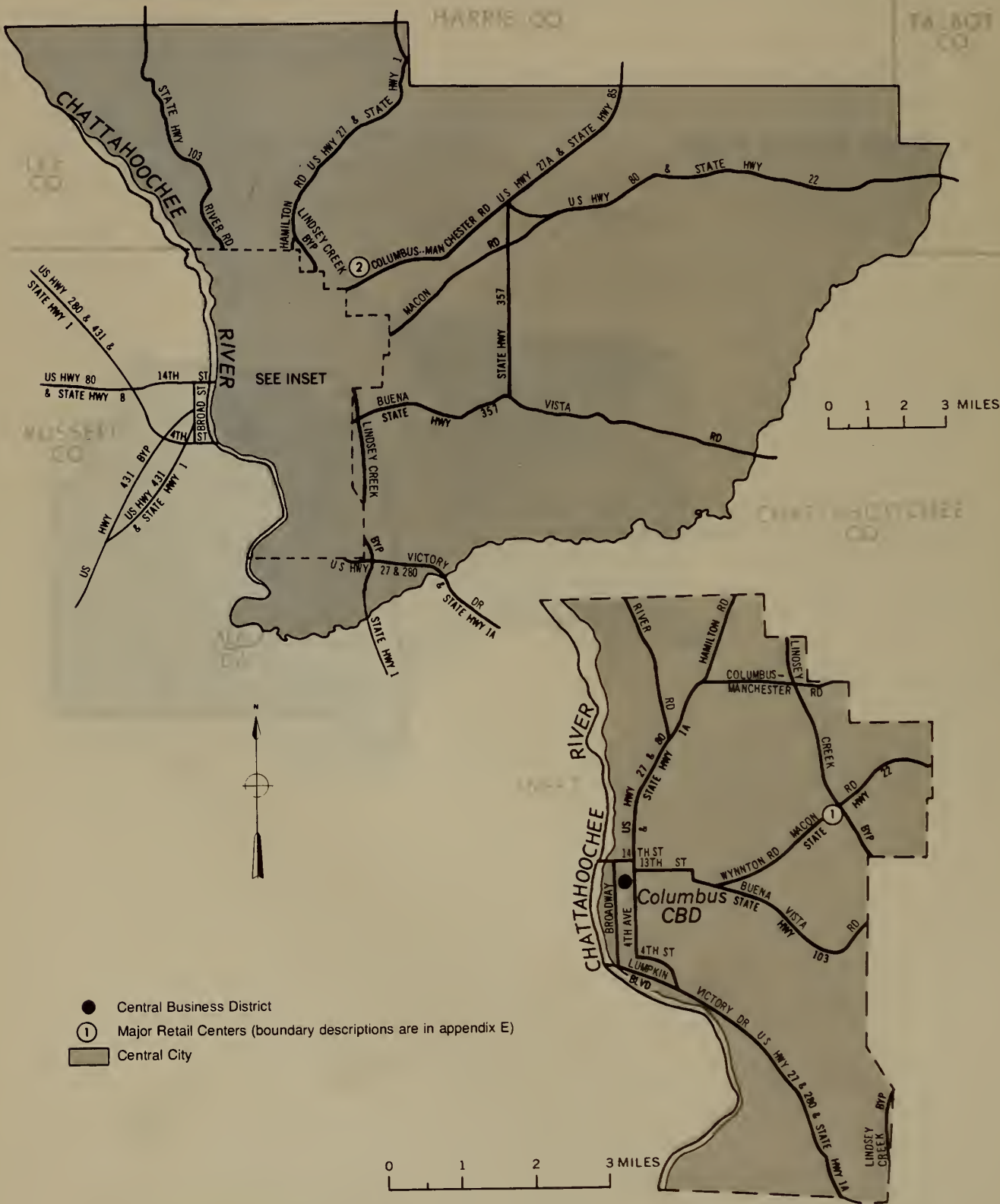


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COLUMBUS

Major Retail Centers





**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see Introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers	
					No. 1	No. 2
	<b>Retail stores:<sup>1 2</sup></b>					
	Number -----	1 777	1 391	146	150	59
	Salas (\$1,000) -----	685 733	(D)	68 209	117 495	34 108
	Payroll entire year (\$1,000) -----	82 181	72 843	7 986	17 078	5 833
	Paid employees for week including March 12 ---	13 124	11 544	1 276	2 730	1 024
54, 58, 591	<b>Convenience goods stores:</b>					
	Number -----	649	501	40	32	13
	Salas (\$1,000) -----	204 289	165 976	8 829	16 541	(D)
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>					
	Number -----	479	394	70	95	44
	Salas (\$1,000) -----	196 761	(D)	20 416	89 836	27 213
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>					
	Number -----	649	496	36	23	2
	Salas (\$1,000) -----	284 683	(D)	36 964	11 118	(D)
	<b>Number of Establishments</b>					
	<b>Retail stores<sup>1 2</sup> -----</b>	<b>1 777</b>	<b>1 391</b>	<b>146</b>	<b>150</b>	<b>59</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>76</b>	<b>53</b>	<b>4</b>	<b>2</b>	<b>-</b>
525	Hardware stores -----	23	17	1	-	-
52 ex. 525	Other -----	53	36	3	2	-
53	<b>General merchandise group stores -----</b>	<b>47</b>	<b>35</b>	<b>6</b>	<b>9</b>	<b>2</b>
531	Department stores <sup>4</sup> -----	12	10	1	4	2
533	Variety stores -----	15	13	4	2	-
539	Miscellaneous general merchandise stores -----	20	12	1	3	-
54	<b>Food stores<sup>5</sup> -----</b>	<b>277</b>	<b>194</b>	<b>5</b>	<b>11</b>	<b>6</b>
541	Grocery stores -----	231	157	4	4	1
55 ex. 554	<b>Automotive dealers -----</b>	<b>147</b>	<b>106</b>	<b>12</b>	<b>7</b>	<b>-</b>
554	<b>Gasoline service stations -----</b>	<b>209</b>	<b>157</b>	<b>7</b>	<b>5</b>	<b>-</b>
56	<b>Apparel and accessory stores -----</b>	<b>134</b>	<b>112</b>	<b>28</b>	<b>40</b>	<b>24</b>
561	Men's and boys' clothing and furnishings stores --	28	25	10	6	8
562, 3, 8	Women's clothing and specialty stores and furriers -----	50	43	7	14	11
562	Women's ready-to-wear stores -----	49	42	7	14	11
565	Family clothing stores -----	11	8	1	6	-
566	Shoe stores -----	31	26	6	12	5
564, 9	Other apparel and accessory stores -----	14	10	4	2	-
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>157</b>	<b>133</b>	<b>20</b>	<b>18</b>	<b>8</b>
5712	Furniture stores -----	67	59	14	4	3
5713, 4, 9	Home furnishings stores -----	39	32	3	2	1
572, 3	Household appliance, radio, television, and music stores -----	51	42	3	12	4
58	<b>Eating and drinking places -----</b>	<b>321</b>	<b>266</b>	<b>33</b>	<b>19</b>	<b>6</b>
5812	Eating places -----	261	213	23	18	5
5813	Drinking places (alcoholic beverages) -----	60	53	10	1	1
591	<b>Drug and proprietary stores -----</b>	<b>51</b>	<b>41</b>	<b>2</b>	<b>2</b>	<b>1</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	<b>358</b>	<b>294</b>	<b>29</b>	<b>37</b>	<b>12</b>
592	Liquor stores -----	60	57	3	1	-
594	Miscellaneous shopping goods stores -----	141	114	16	28	10
5992	Florists -----	40	28	-	1	1

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Columbus CBD</b>					
	Retail stores <sup>2</sup> -----	148	66 209	7 966	1 978	1 278
52	Building materials, hardware, garden supply, and mobile home dealers -----	4	704	83	21	12
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	8	4 880	984	275	206
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	5	(D)	(D)	(D)	(D)
541	Grocery stores -----	4	3 247	191	67	38
55 ex. 554	Automotive dealers -----	12	30 140	2 342	579	250
554	Gaoline service stations -----	7	3 946	213	51	30
56	Apparel and accessory stores -----	28	8 471	1 055	264	191
561	Men's and boys' clothing and furnishings stores -----	10	2 519	427	101	70
562, 3, 8	Women's clothing and specialty stores and furriers -----	7	2 456	382	90	68
562	Women's ready-to-wear stores -----	7	(D)	(D)	(D)	(D)
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	6	893	131	33	26
564, 9	Other apparel and accessory stores -----	4	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	20	7 355	1 202	277	158
5712	Furniture stores -----	14	6 899	1 078	245	138
5713, 4, 9	Home furnishings stores -----	3	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	3	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	33	4 120	868	188	227
5812	Eating places -----	23	3 271	710	152	190
5813	Drinking places (alcoholic beverages) -----	10	849	158	36	37
591	Drug and proprietary stores -----	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	29	3 884	819	202	115
592	Liquor stores -----	3	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	16	1 710	443	100	58
5992	Florists -----	-	-	-	-	-

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 1</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>150</b>	<b>117 495</b>	<b>17 076</b>	<b>4 020</b>	<b>2 730</b>
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>9</b>	<b>61 695</b>	<b>9 378</b>	<b>2 124</b>	<b>1 379</b>
531	Department stores <sup>3</sup> -----	4	49 945	8 281	1 889	1 204
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>11</b>	<b>6 521</b>	<b>901</b>	<b>230</b>	<b>150</b>
541	Grocery stores -----	4	7 717	745	195	111
55 ex. 554	<b>Automotive dealers -----</b>	<b>7</b>	<b>7 658</b>	<b>784</b>	<b>198</b>	<b>73</b>
554	<b>Gasoline service stations -----</b>	<b>5</b>	<b>1 489</b>	<b>142</b>	<b>45</b>	<b>32</b>
56	<b>Apparel and accessory stores -----</b>	<b>40</b>	<b>14 636</b>	<b>1 900</b>	<b>419</b>	<b>328</b>
561	Men's and boys' clothing and furnishings stores -----	8	1 963	316	78	43
562, 3, 8	Women's clothing and specialty stores and furriers -----	14	8 325	746	169	165
562	Women's ready-to-wear stores -----	14	6 325	746	169	165
565	Family clothing stores -----	6	(D)	(D)	(D)	(D)
566	Shoe stores -----	12	2 903	336	82	55
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>16</b>	<b>6 189</b>	<b>824</b>	<b>217</b>	<b>112</b>
5712	Furniture stores -----	4	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	12	3 299	367	98	51
58	<b>Eating and drinking places -----</b>	<b>19</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
5812	Eating places -----	18	5 699	1 427	390	384
5813	Drinking places (alcoholic beverages) -----	1	(D)	(D)	(D)	(D)
591	<b>Drug and proprietary stores -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 8	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>37</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	28	7 116	1 166	265	175
5992	Florists -----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Columbus*</b>					
	Retail stores <sup>2</sup> -----	1 391	(D)	72 843	17 328	11 544
52	Building materials, hardware, garden supply, and mobile home dealers -----	53	23 511	2 839	597	327
525	Hardware stores -----	17	2 135	308	66	47
52 ex. 525	Other -----	36	21 378	2 331	531	280
53	General merchandise group stores -----	35	(D)	14 819	3 454	2 334
531	Department stores <sup>3</sup> -----	10	81 005	(D)	(D)	(D)
533	Variety stores -----	13	8 199	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	12	(D)	824	175	119
54	Food stores <sup>4</sup> -----	194	103 924	10 178	2 520	1 600
541	Grocery stores -----	157	99 810	9 376	2 329	1 432
55 ex. 554	Automotive dealers -----	106	155 184	13 384	3 110	1 160
554	Gasoline service stations -----	157	48 500	2 982	780	573
56	Apparel and accessory stores -----	112	32 224	4 964	1 220	926
561	Men's and boys' clothing and furnishings stores -----	25	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	43	15 835	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	42	(D)	(D)	(D)	(D)
565	Family clothing stores -----	8	1 191	(D)	(D)	(D)
566	Shoe stores -----	26	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	10	(D)	501	107	75
57	Furniture, home furnishings, and equipment stores -----	133	32 488	5 216	1 259	654
5712	Furniture stores -----	59	(D)	3 136	734	381
5713, 4, 9	Home furnishings stores -----	32	5 387	1 017	261	125
572, 3	Household appliance, radio, television, and music stores -----	42	(D)	1 063	264	148
58	Eating and drinking places -----	266	46 280	10 925	2 566	2 752
5812	Eating places -----	213	(D)	10 198	2 371	2 519
5813	Drinking places (alcoholic beverages) -----	53	(D)	727	195	233
591	Drug and proprietary stores -----	41	15 772	2 246	549	357
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	294	(D)	5 490	1 273	861
592	Liquor stores -----	57	15 116	922	229	153
594	Miscellaneous shopping goods stores -----	114	16 066	2 618	576	410
5992	Florists -----	28	2 181	444	111	86

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Columbus, Ga.-Ala., SMSA</b>						
	<b>Retail stores<sup>2</sup> -----</b>	<b>1 777</b>	<b>885 733</b>	<b>82 191</b>	<b>19 813</b>	<b>13 124</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>78</b>	<b>28 950</b>	<b>3 332</b>	<b>765</b>	<b>408</b>
525	Hardware stores -----	23	2 961	469	108	71
52 ex. 525	Other -----	53	25 989	2 863	657	337
53	<b>General merchandise group stores -----</b>	<b>47</b>	<b>108 655</b>	<b>16 114</b>	<b>3 753</b>	<b>2 573</b>
531	Department stores <sup>3</sup> -----	12	89 692	14 080	3 266	2 191
533	Variety stores -----	15	(D)	1 106	283	234
539	Miscellaneous general merchandise stores -----	20	(D)	928	204	148
54	<b>Food stores<sup>4</sup> -----</b>	<b>277</b>	<b>131 575</b>	<b>12 417</b>	<b>3 067</b>	<b>1 965</b>
541	Grocery stores -----	231	127 140	11 573	2 872	1 786
55 ex. 554	<b>Automotive dealers -----</b>	<b>147</b>	<b>167 962</b>	<b>14 334</b>	<b>3 335</b>	<b>1 253</b>
554	<b>Gasoline service stations -----</b>	<b>209</b>	<b>58 061</b>	<b>3 547</b>	<b>918</b>	<b>666</b>
56	<b>Apparel and accessory stores -----</b>	<b>134</b>	<b>34 998</b>	<b>5 428</b>	<b>1 348</b>	<b>1 012</b>
561	Men's and boys' clothing and furnishings stores -----	28	(D)	1 289	312	202
562, 3, 8	Women's clothing and specialty stores and furriers -----	50	16 345	2 542	659	544
562	Women's ready-to-wear stores -----	49	(D)	(D)	(D)	(D)
565	Family clothing stores -----	11	1 533	175	38	33
566	Shoe stores -----	31	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	14	3 594	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>157</b>	<b>34 296</b>	<b>5 446</b>	<b>1 311</b>	<b>695</b>
5712	Furniture stores -----	67	19 372	3 291	765	401
5713, 4, 9	Home furnishings stores -----	39	5 808	1 029	264	128
572, 3	Household appliance, radio, television, and music stores -----	51	9 116	1 126	282	166
58	<b>Eating and drinking places -----</b>	<b>321</b>	<b>53 676</b>	<b>12 638</b>	<b>2 991</b>	<b>3 153</b>
5812	Eating places -----	261	49 262	11 873	2 784	2 907
5813	Drinking places (alcoholic beverages) -----	60	4 414	765	207	246
591	<b>Drug and proprietary stores -----</b>	<b>51</b>	<b>19 038</b>	<b>2 688</b>	<b>659</b>	<b>422</b>
59 ex. 591, 8	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>358</b>	<b>50 522</b>	<b>6 247</b>	<b>1 466</b>	<b>977</b>
592	Liquor stores -----	60	16 508	1 021	254	164
594	Miscellaneous shopping goods stores -----	141	18 812	2 963	653	468
5992	Florists -----	40	2 857	558	134	112

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Columbus</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>207</b>	<b>79 737</b>	<b>11 328</b>	<b>2 604</b>	<b>2 338</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>6</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	5	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>10</b>	<b>8 510</b>	<b>1 788</b>	<b>382</b>	<b>458</b>
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	5	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	477	61	11	13
54	<b>Food stores -----</b>	<b>14</b>	<b>2 918</b>	<b>289</b>	<b>65</b>	<b>63</b>
55 ex. 554	<b>Automotive dealers -----</b>	<b>21</b>	<b>30 847</b>	<b>2 596</b>	<b>617</b>	<b>333</b>
554	<b>Gasoline service stations -----</b>	<b>9</b>	<b>1 512</b>	<b>185</b>	<b>44</b>	<b>45</b>
56	<b>Apparel and accessory stores -----</b>	<b>40</b>	<b>17 187</b>	<b>3 160</b>	<b>742</b>	<b>733</b>
561	Men's and boys' clothing and furnishings stores -----	12	10 402	1 618	436	433
562, 3, 8	Women's clothing and specialty stores and furriers -----	16	4 078	954	209	214
562	Woman's ready-to-wear stores -----	11	3 868	922	203	202
565	Family clothing stores -----	4	(D)	(D)	(D)	(D)
566	Shoe stores -----	7	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>27</b>	<b>9 592</b>	<b>1 546</b>	<b>322</b>	<b>215</b>
5712	Furniture stores -----	16	7 488	1 229	256	172
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	9	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places -----</b>	<b>34</b>	<b>2 823</b>	<b>674</b>	<b>168</b>	<b>245</b>
5812	Eating places -----	24	2 168	547	137	193
5813	Drinking places (alcoholic beverages) -----	10	655	127	31	52
591	<b>Drug and proprietary stores -----</b>	<b>3</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup> -----</b>	<b>43</b>	<b>4 546</b>	<b>797</b>	<b>194</b>	<b>181</b>
592	Liquor stores -----	4	230	10	3	4
594	Miscellaneous shopping goods stores -----	21	3 364	640	149	144
5992	Florists -----	-	-	-	-	-

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Columbus*</b>			
	Retail stores <sup>2</sup> -----	-17.0	(D)	47.9
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	27.1	19.8
525	Hardware stores -----	31.3	102.4	96.7
52 ex. 525	Other -----	8.2	(D)	14.7
53	General merchandise group stores -----	-42.7	(D)	45.2
531	Department stores <sup>3</sup> -----	-52.5	48.2	64.0
533	Variety stores -----	0.9	(D)	-42.5
539	Miscellaneous general merchandise stores -----	(D)	166.3	44.1
54	Food stores <sup>4</sup> -----	(D)	64.9	58.3
541	Grocery stores -----	(NA)	64.2	57.8
55 ex. 554	Automotive dealers -----	-2.3	56.0	60.5
554	Gasoline service stations -----	181.0	54.0	56.5
56	Apparel and accessory stores -----	-62.3	-10.5	-7.1
561	Men's and boys' clothing and furnishings stores -----	-75.8	-48.3	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	-39.8	9.9	9.6
562	Women's ready-to-wear stores -----	(D)	12.4	12.0
565	Family clothing stores -----	-42.8	-42.8	-40.1
566	Shoe stores -----	(D)	21.3	32.3
564, 9	Other apparel and accessory stores -----	(NC)	125.3	(D)
57	Furniture, home furnishings, and equipment stores -----	-23.3	19.0	18.4
5712	Furniture stores -----	-7.9	(D)	24.2
5713, 4, 9	Home furnishings stores -----	-11.5	(D)	29.1
572, 3	Household appliance, radio, television, and music stores -----	-93.1	6.5	2.8
58	Eating and drinking places-----	45.9	88.8	88.7
5812	Eating places -----	50.9	(D)	89.4
5813	Drinking places (alcoholic beverages) -----	29.6	(D)	81.0
591	Drug and proprietary stores -----	13.1	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	-14.6	38.1	(D)
592	Liquor stores -----	(D)	(D)	13.2
594	Miscellaneous shopping goods stores -----	-49.2	77.0	81.8
5992	Florists -----	-	-18.8	-10.7

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Columbus*</b>					
	Retail stores <sup>1</sup> -----	(D)	9.7	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	3.0	2.4	1.1	(D)	4.2
525	Hardware stores -----	(D)	(D)	(D)	(D)	0.4
52 ex. 525	Other -----	(D)	(D)	(D)	(D)	3.8
53	General merchandise group stores -----	(D)	4.5	7.4	16.5	15.8
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	(D)	13.1
533	Variety stores -----	(D)	23.7	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)	1.8	(D)
54	Food stores <sup>3</sup> -----	(D)	(D)	(D)	(D)	19.2
541	Grocery stores -----	3.3	2.6	4.9	(D)	18.5
55 ex. 554	Automotive dealers -----	19.4	17.9	45.5	(D)	24.5
554	Gasoline service stations -----	8.5	7.0	8.0	(D)	8.2
56	Apparel and accessory stores -----	20.1	18.5	9.8	(D)	5.1
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	3.8	1.2	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	15.5	15.0	3.7	(D)	2.4
562	Women's ready-to-wear stores -----	15.4	14.9	(D)	2.7	(D)
565	Family clothing stores -----	(D)	(D)	(D)	(D)	0.2
566	Shoe stores -----	(D)	(D)	1.3	0.8	(D)
564, 9	Other apparel and accessory stores -----	7.1	(D)	(D)	0.5	0.5
57	Furniture, home furnishings, and equipment stores -----	22.6	21.4	11.1	(D)	5.0
5712	Furniture stores -----	(D)	35.6	10.4	3.1	2.8
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	(D)	0.8
572, 3	Household appliance, radio, television, and music stores -----	1.4	(D)	(D)	1.4	1.3
58	Eating and drinking places -----	8.9	7.7	8.2	(D)	7.8
5812	Eating places -----	(D)	6.6	4.9	7.1	7.2
5813	Drinking places (alcoholic beverages) -----	(D)	19.2	1.3	0.7	0.6
591	Drug and proprietary stores -----	(D)	(D)	(D)	(D)	2.8
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	7.7	5.9	7.1	7.4
592	Liquor stores -----	(D)	(D)	(D)	(D)	2.4
594	Miscellaneous shopping goods stores -----	10.6	9.1	2.6	(D)	2.7
5992	Florists -----	-	-	-	(D)	0.4

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

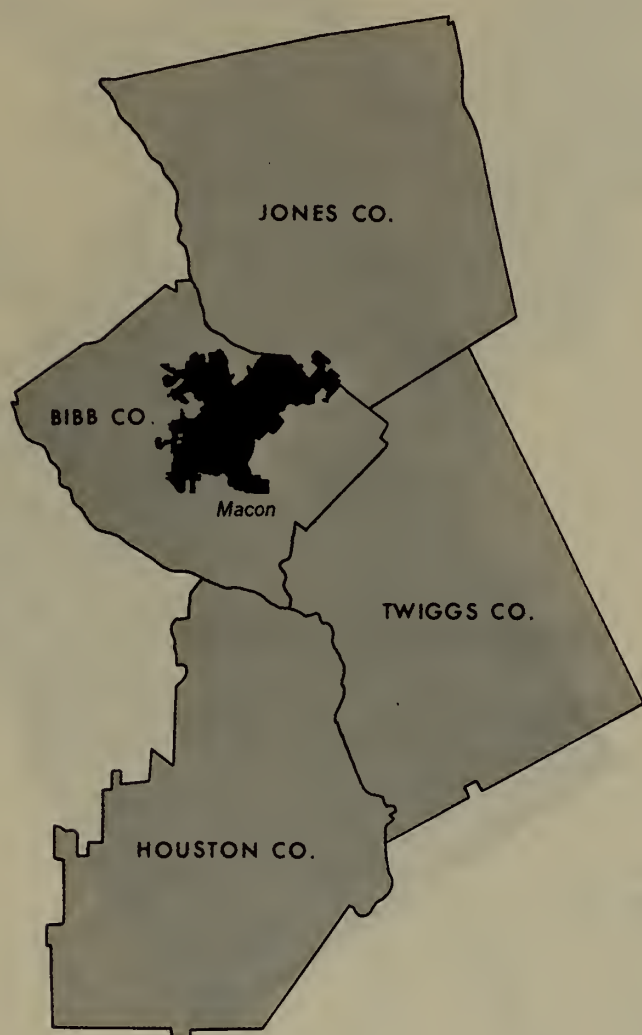
<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.



# MACON

## Standard Metropolitan Statistical Area



0 10 20 30 MILES



# MACON

## Central Business District



# MACON

## Major Retail Centers



- Central Business District
- ① Major Retail Centers (boundary descriptions are in appendix E)
- ▒ Central City

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers	
					No. 1	No. 2
54, 58, 591	<b>Retail stores:<sup>1 2</sup></b>					
	Number -----	1 950	1 215	178	49	121
	Sales (\$1,000) -----	798 396	548 209	72 653	43 917	90 046
	Payroll entire year (\$1,000) -----	92 762	65 590	9 972	5 650	13 031
	Paid employees for week including March 12 ---	14 975	10 270	1 558	943	2 184
53, 56, 57; 594	<b>Convenience goods stores:</b>					
	Number -----	700	422	52	15	26
52, 55, 59, ex. 591, 4, 6	Sales (\$1,000) -----	(D)	(D)	8 611	18 039	14 752
	<b>Shopping goods stores (GAF):<sup>3</sup></b>					
52, 55, 59, ex. 591, 4, 6	Number -----	512	343	75	22	88
	Sales (\$1,000) -----	217 204	(D)	21 380	20 995	74 280
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>					
	Number -----	738	450	51	12	7
52, 55, 59, ex. 591, 4, 6	Sales (\$1,000) -----	(D)	225 859	42 662	4 883	1 014
52	<b>Number of Establishments</b>					
	<b>Retail stores<sup>1 2</sup> -----</b>	<b>1 950</b>	<b>1 215</b>	<b>178</b>	<b>49</b>	<b>121</b>
525	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>79</b>	<b>39</b>	<b>4</b>	<b>1</b>	<b>1</b>
	Hardware stores -----	26	11	-	-	1
53	Other -----	53	28	4	1	-
	<b>General merchandise group stores -----</b>	<b>48</b>	<b>30</b>	<b>3</b>	<b>5</b>	<b>4</b>
531	Department stores <sup>4</sup> -----	13	8	1	2	4
	Variety stores -----	18	12	2	2	-
539	Miscellaneous general merchandise stores -----	17	10	-	1	-
	<b>Food stores<sup>5</sup> -----</b>	<b>326</b>	<b>184</b>	<b>7</b>	<b>5</b>	<b>9</b>
541	Grocery stores -----	271	145	2	3	4
	<b>Automotive dealers -----</b>	<b>168</b>	<b>94</b>	<b>12</b>	<b>3</b>	<b>-</b>
554	<b>Gasoline service stations -----</b>	<b>252</b>	<b>169</b>	<b>9</b>	<b>6</b>	<b>-</b>
	<b>Apparel and accessory stores -----</b>	<b>168</b>	<b>120</b>	<b>31</b>	<b>10</b>	<b>48</b>
561	Men's and boys' clothing and furnishings stores --	32	26	10	3	7
	Women's clothing and specialty stores and furriers -----	61	46	10	3	21
562	Women's ready-to-wear stores -----	57	43	10	3	18
	Family clothing stores -----	17	11	4	-	6
566	Shoe stores -----	35	24	5	3	11
	Other apparel and accessory stores -----	23	13	2	1	3
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>149</b>	<b>100</b>	<b>23</b>	<b>5</b>	<b>12</b>
	Furniture stores -----	53	38	10	1	1
5712	Home furnishings stores -----	38	26	3	-	2
	Household appliance, radio, television, and music stores -----	58	36	10	4	9
58	<b>Eating and drinking places -----</b>	<b>307</b>	<b>197</b>	<b>40</b>	<b>8</b>	<b>15</b>
	Eating places -----	258	167	30	8	15
5813	Drinking places (alcoholic beverages) -----	49	30	10	-	-
	<b>Drug and proprietary stores -----</b>	<b>67</b>	<b>41</b>	<b>5</b>	<b>2</b>	<b>2</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	<b>386</b>	<b>241</b>	<b>44</b>	<b>4</b>	<b>30</b>
	Liquor stores -----	57	39	6	1	1
594	Miscellaneous shopping goods stores -----	147	93	18	2	24
	Florists -----	31	15	5	-	-

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Macon CBD</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>176</b>	<b>72 653</b>	<b>9 972</b>	<b>2 409</b>	<b>1 558</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>4</b>	<b>1 650</b>	<b>214</b>	<b>55</b>	<b>31</b>
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	4	1 650	214	55	31
53	<b>General merchandise group stores -----</b>	<b>3</b>	<b>2 349</b>	<b>535</b>	<b>142</b>	<b>133</b>
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	<b>Food stores<sup>4</sup>-----</b>	<b>7</b>	<b>2 126</b>	<b>225</b>	<b>64</b>	<b>54</b>
541	Grocery stores -----	2	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	<b>12</b>	<b>33 995</b>	<b>3 059</b>	<b>731</b>	<b>301</b>
554	<b>Gasoline service stations -----</b>	<b>9</b>	<b>1 669</b>	<b>127</b>	<b>31</b>	<b>30</b>
56	<b>Apparel and accessory stores -----</b>	<b>31</b>	<b>6 541</b>	<b>1 574</b>	<b>380</b>	<b>248</b>
561	Men's and boys' clothing and furnishings stores -----	10	2 524	401	99	62
562, 3, 8	Women's clothing and specialty stores and furriers -----	10	3 380	809	192	119
562	Women's ready-to-wear stores -----	10	3 380	809	192	119
565	Family clothing stores -----	4	1 398	173	43	39
566	Shoe stores -----	5	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>23</b>	<b>6 129</b>	<b>1 137</b>	<b>268</b>	<b>132</b>
5712	Furniture stores -----	10	4 380	883	209	97
5713, 4, 9	Home furnishings stores -----	3	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	10	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places -----</b>	<b>40</b>	<b>5 290</b>	<b>1 338</b>	<b>322</b>	<b>367</b>
5812	Eating places -----	30	4 599	1 240	293	320
5813	Drinking places (alcoholic beverages) -----	10	691	98	29	47
591	<b>Drug and proprietary stores -----</b>	<b>5</b>	<b>1 195</b>	<b>191</b>	<b>50</b>	<b>41</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>44</b>	<b>9 709</b>	<b>1 572</b>	<b>366</b>	<b>221</b>
592	Liquor stores -----	6	2 046	182	45	29
594	Miscellaneous shopping goods stores -----	18	4 361	677	150	107
5992	Florists -----	5	720	134	30	20

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 2</b>					
	Retail stores <sup>2</sup> -----	121	90 046	13 031	3 069	2 184
52	Building materials, hardware, garden supply, and mobile home dealers -----	1	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	4	53 409	7 938	1 947	1 195
531	Department stores <sup>3</sup> -----	4	53 409	7 938	1 947	1 195
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	Food stores <sup>4</sup> -----	9	(D)	(D)	(D)	(D)
541	Grocery stores -----	4	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	-	-	-	-	-
554	Gasoline service stations -----	-	-	-	-	-
56	Apparel and accessory stores -----	48	12 944	1 782	406	338
561	Men's and boys' clothing and furnishings stores -----	7	1 914	282	61	44
562, 3, 8	Women's clothing and specialty stores and furriers -----	21	5 830	772	189	171
562	Women's ready-to-wear stores -----	18	5 723	754	186	167
565	Family clothing stores -----	6	2 419	322	69	55
566	Shoe stores -----	11	2 478	350	73	49
564, 9	Other apparel and accessory stores -----	3	303	56	14	19
57	Furniture, home furnishings, and equipment stores -----	12	2 585	265	62	50
5712	Furniture stores -----	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	9	2 171	226	49	41
58	Eating and drinking places -----	15	4 472	1 099	261	339
5812	Eating places -----	15	4 472	1 099	261	339
5813	Drinking places (alcoholic beverages) -----	-	-	-	-	-
591	Drug and proprietary stores -----	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	30	(D)	(D)	(D)	(D)
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	24	5 342	822	202	145
5992	Florists -----	-	-	-	-	-

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Macon</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>1 215</b>	<b>548 209</b>	<b>65 590</b>	<b>15 455</b>	<b>10 270</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>39</b>	<b>22 240</b>	<b>2 255</b>	<b>499</b>	<b>265</b>
525	Hardware stores -----	11	905	97	21	20
52 ex. 525	Other -----	28	21 335	2 158	478	245
53	<b>General merchandise group stores -----</b>	<b>30</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
531	Department stores <sup>3</sup> -----	8	(D)	(D)	(D)	(D)
533	Variety stores -----	12	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	10	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>184</b>	<b>108 849</b>	<b>9 899</b>	<b>2 288</b>	<b>1 324</b>
541	Grocery stores -----	145	104 550	9 083	2 060	1 177
55 ex. 554	<b>Automotive dealers -----</b>	<b>94</b>	<b>127 463</b>	<b>12 125</b>	<b>2 814</b>	<b>1 055</b>
554	<b>Gasoline service stations -----</b>	<b>169</b>	<b>50 380</b>	<b>3 620</b>	<b>904</b>	<b>647</b>
56	<b>Apparel and accessory stores -----</b>	<b>120</b>	<b>28 812</b>	<b>4 719</b>	<b>1 151</b>	<b>781</b>
561	Men's and boys' clothing and furnishings stores -----	26	(D)	1 514	396	211
562, 3, 8	Women's clothing and specialty stores and furriers -----	46	(D)	1 853	440	332
562	Women's ready-to-wear stores -----	43	10 588	(D)	(D)	(D)
565	Family clothing stores -----	11	(D)	(D)	(D)	(D)
566	Shoe stores -----	24	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	13	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>100</b>	<b>22 199</b>	<b>3 345</b>	<b>779</b>	<b>440</b>
5712	Furniture stores -----	38	10 106	1 694	383	193
5713, 4, 9	Home furnishings stores -----	26	(D)	752	178	95
572, 3	Household appliance, radio, television, and music stores -----	36	(D)	899	218	152
58	<b>Eating and drinking places -----</b>	<b>197</b>	<b>39 700</b>	<b>9 481</b>	<b>2 215</b>	<b>2 498</b>
5812	Eating places -----	187	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	30	(D)	(D)	(D)	(D)
591	<b>Drug and proprietary stores -----</b>	<b>41</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>241</b>	<b>41 276</b>	<b>5 089</b>	<b>1 225</b>	<b>812</b>
592	Liquor stores -----	39	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	93	15 500	2 224	525	378
5992	Florists -----	15	(D)	326	76	77

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Macon, Ga., SMSA</b>						
	<b>Retail stores<sup>2</sup>-----</b>	<b>1 950</b>	<b>796 396</b>	<b>92 762</b>	<b>21 670</b>	<b>14 975</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>79</b>	<b>45 446</b>	<b>4 599</b>	<b>996</b>	<b>497</b>
525	Hardware stores -----	26	3 544	457	99	76
52 ex. 525	Other -----	53	41 902	4 142	697	421
53	<b>General merchandise group stores -----</b>	<b>48</b>	<b>123 237</b>	<b>16 918</b>	<b>4 003</b>	<b>2 809</b>
531	Department stores <sup>3</sup> -----	13	105 703	14 788	3 485	2 342
533	Variety stores -----	16	(D)	1 335	338	308
539	Miscellaneous general merchandise stores -----	17	(D)	795	180	159
54	<b>Food stores<sup>4</sup> -----</b>	<b>326</b>	<b>170 183</b>	<b>14 659</b>	<b>3 452</b>	<b>2 100</b>
541	Grocery stores -----	271	164 933	13 946	3 197	1 925
55 ex. 554	<b>Automotive dealers -----</b>	<b>168</b>	<b>173 930</b>	<b>15 914</b>	<b>3 741</b>	<b>1 492</b>
554	<b>Gasoline service stations -----</b>	<b>252</b>	<b>73 152</b>	<b>5 094</b>	<b>1 281</b>	<b>923</b>
56	<b>Apparel and accessory stores -----</b>	<b>168</b>	<b>41 862</b>	<b>6 574</b>	<b>1 627</b>	<b>1 144</b>
561	Men's and boys' clothing and furnishings stores -----	32	(D)	1 649	430	234
562, 3, 6	Women's clothing and specialty stores and furriers -----	61	13 373	2 243	543	428
562	Women's ready-to-wear stores -----	57	(D)	(D)	(D)	(D)
565	Family clothing stores -----	17	(D)	1 417	359	258
566	Shoe stores -----	35	6 404	1 005	235	163
564, 9	Other apparel and accessory stores -----	23	1 695	260	60	61
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>149</b>	<b>31 236</b>	<b>4 640</b>	<b>1 097</b>	<b>635</b>
5712	Furniture stores -----	53	15 027	2 480	574	300
5713, 4, 9	Home furnishings stores -----	38	6 494	887	214	128
572, 3	Household appliance, radio, television, and music stores -----	58	9 715	1 273	309	207
58	<b>Eating and drinking places -----</b>	<b>307</b>	<b>59 708</b>	<b>13 989</b>	<b>3 210</b>	<b>3 728</b>
5812	Eating places -----	258	56 552	13 541	3 080	3 551
5813	Drinking places (alcoholic beverages) -----	49	3 156	448	130	177
591	<b>Drug and proprietary stores -----</b>	<b>67</b>	<b>(D)</b>	<b>3 230</b>	<b>772</b>	<b>487</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>386</b>	<b>(D)</b>	<b>6 945</b>	<b>1 691</b>	<b>1 160</b>
592	Liquor stores -----	57	17 350	1 268	323	236
594	Miscellaneous shopping goods stores -----	147	20 869	3 027	723	524
5992	Florists -----	31	2 926	537	124	124

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Macon</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>281</b>	<b>99 188</b>	<b>14 791</b>	<b>3 478</b>	<b>2 874</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>8</b>	<b>1 701</b>	<b>214</b>	<b>52</b>	<b>37</b>
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	5	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>11</b>	<b>28 935</b>	<b>4 486</b>	<b>1 102</b>	<b>893</b>
531	Department stores <sup>3</sup> -----	4	24 382	4 022	984	774
533	Variety stores -----	4	2 501	463	117	117
539	Miscellaneous general merchandise stores -----	3	52	1	1	2
54	<b>Food stores -----</b>	<b>18</b>	<b>3 099</b>	<b>303</b>	<b>78</b>	<b>71</b>
55 ex. 554	<b>Automotive dealers -----</b>	<b>21</b>	<b>27 280</b>	<b>2 756</b>	<b>624</b>	<b>354</b>
554	<b>Gasoline service stations -----</b>	<b>21</b>	<b>2 871</b>	<b>238</b>	<b>52</b>	<b>66</b>
56	<b>Apparel and accessory stores -----</b>	<b>43</b>	<b>10 445</b>	<b>1 710</b>	<b>401</b>	<b>365</b>
561	Men's and boys' clothing and furnishings stores -----	9	2 367	382	99	70
562, 3, 8	Women's clothing and specialty stores and furriers -----	13	4 679	788	173	173
562	Women's ready-to-wear stores -----	12	(D)	(D)	(D)	(D)
565	Family clothing stores -----	5	755	98	23	33
566	Shoe stores -----	12	2 505	413	99	82
564, 9	Other apparel and accessory stores -----	4	139	29	7	7
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>27</b>	<b>9 759</b>	<b>1 689</b>	<b>395</b>	<b>263</b>
5712	Furniture stores -----	11	5 611	1 096	282	159
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	14	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places -----</b>	<b>81</b>	<b>6 799</b>	<b>1 806</b>	<b>341</b>	<b>477</b>
5812	Eating places -----	45	5 634	1 464	317	437
5813	Drinking places (alcoholic beverages) -----	16	1 165	142	24	40
591	<b>Drug and proprietary stores -----</b>	<b>6</b>	<b>1 340</b>	<b>169</b>	<b>42</b>	<b>48</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup> -----</b>	<b>87</b>	<b>9 159</b>	<b>1 620</b>	<b>389</b>	<b>300</b>
592	Liquor stores -----	12	1 959	248	63	55
594	Miscellaneous shopping goods stores -----	27	4 576	712	174	137
5992	Florists -----	6	592	60	14	14

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 6. Percent Change In Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Macon</b>			
	<b>Retail stores<sup>2</sup>-----</b>	<b>-26.8</b>	<b>50.5</b>	<b>55.7</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>-3.0</b>	<b>36.6</b>	<b>47.5</b>
525	Hardware stores -----	(D)	(D)	(D)
52 ex. 525	Other -----	(D)	38.3	(D)
53	<b>General merchandise group stores -----</b>	<b>(NC)</b>	<b>56.1</b>	<b>55.8</b>
531	Department stores <sup>3</sup> -----	(D)	(D)	68.5
533	Variety stores -----	(D)	21.8	-19.1
539	Miscellaneous general merchandise stores -----	-	(D)	75.9
54	<b>Food stores<sup>4</sup> -----</b>	<b>-31.4</b>	<b>52.7</b>	<b>60.9</b>
541	Grocery stores -----	(NA)	50.5	59.6
55 ex. 554	<b>Automotive dealers -----</b>	<b>24.6</b>	<b>42.0</b>	<b>54.4</b>
554	<b>Gasoline service stations -----</b>	<b>-37.5</b>	<b>56.7</b>	<b>52.4</b>
56	<b>Apparel and accessory stores -----</b>	<b>-16.2</b>	<b>24.1</b>	<b>41.8</b>
561	Men's and boys' clothing and furnishings stores -----	6.6	131.8	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	-27.6	(D)	38.7
562	Women's ready-to-wear stores -----	(D)	(D)	43.6
565	Family clothing stores -----	85.2	-35.9	37.5
566	Shoe stores -----	(D)	-15.4	(D)
564, 9	Other apparel and accessory stores -----	(D)	(D)	98.9
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>-37.2</b>	<b>15.6</b>	<b>18.5</b>
5712	Furniture stores -----	-21.9	9.7	5.3
5713, 4, 9	Home furnishings stores -----	-20.4	(D)	83.8
572, 3	Household appliance, radio, television, and music stores -----	-59.6	(D)	13.5
58	<b>Eating and drinking places -----</b>	<b>-22.2</b>	<b>93.6</b>	<b>90.2</b>
5812	Eating places -----	-16.4	(D)	98.6
5813	Drinking places (alcoholic beverages) -----	-40.7	(D)	8.5
591	<b>Drug and proprietary stores -----</b>	<b>-10.8</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>6.0</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	4.4	55.5	48.9
594	Miscellaneous shopping goods stores -----	-4.7	85.3	68.7
5992	Florists -----	21.6	12.3	39.1

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Macon</b>					
	<b>Retail stores<sup>1</sup>-----</b>	<b>13.3</b>	<b>9.1</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>7.4</b>	<b>3.6</b>	<b>2.3</b>	<b>4.1</b>	<b>5.7</b>
525	Hardware stores -----	-	-	-	0.2	0.4
52 ex. 525	Other -----	7.7	3.9	2.3	3.9	5.2
53	<b>General merchandise group stores -----</b>	<b>(D)</b>	<b>1.9</b>	<b>3.2</b>	<b>(D)</b>	<b>15.4</b>
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	(D)	13.2
533	Variety stores -----	14.5	12.5	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	(D)	(D)	-	(D)	(D)
54	<b>Food stores<sup>3</sup> -----</b>	<b>2.0</b>	<b>1.2</b>	<b>2.9</b>	<b>19.9</b>	<b>21.3</b>
541	Grocery stores -----	(D)	(D)	(D)	19.1	20.7
55 ex. 554	<b>Automotive dealers -----</b>	<b>28.7</b>	<b>19.5</b>	<b>46.8</b>	<b>23.3</b>	<b>21.8</b>
554	<b>Gasoline service stations -----</b>	<b>3.3</b>	<b>2.3</b>	<b>2.3</b>	<b>9.2</b>	<b>9.2</b>
56	<b>Apparel and accessory stores -----</b>	<b>29.6</b>	<b>20.4</b>	<b>11.8</b>	<b>5.3</b>	<b>5.2</b>
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	3.5	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	25.3	4.7	(D)	1.7
562	Women's ready-to-wear stores -----	31.9	(D)	4.7	1.9	(D)
565	Family clothing stores -----	(D)	(D)	1.9	(D)	(D)
566	Shoe stores -----	21.9	(D)	(D)	(D)	0.8
564, 9	Other apparel and accessory stores -----	25.0	(D)	(D)	(D)	0.2
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>27.6</b>	<b>19.8</b>	<b>8.4</b>	<b>4.0</b>	<b>3.9</b>
5712	Furniture stores -----	43.3	29.1	6.0	1.8	1.9
5713, 4, 9	Home furnishings stores -----	3.1	(D)	(D)	(D)	0.8
572, 3	Household appliance, radio, television, and music stores -----	23.9	(D)	(D)	(D)	1.2
58	<b>Eating and drinking places -----</b>	<b>13.3</b>	<b>8.9</b>	<b>7.3</b>	<b>7.2</b>	<b>7.5</b>
5812	Eating places -----	(D)	8.1	6.3	(D)	7.1
5813	Drinking places (alcoholic beverages) -----	(D)	21.9	1.0	(D)	0.4
591	<b>Drug and proprietary stores -----</b>	<b>(D)</b>	<b>(D)</b>	<b>1.6</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup> -----</b>	<b>23.5</b>	<b>(D)</b>	<b>13.4</b>	<b>7.5</b>	<b>(D)</b>
592	Liquor stores -----	(D)	11.8	2.8	(D)	2.2
594	Miscellaneous shopping goods stores -----	28.1	20.9	6.0	2.8	2.6
5992	Florists -----	(D)	24.6	1.0	(D)	0.4

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

# SAVANNAH

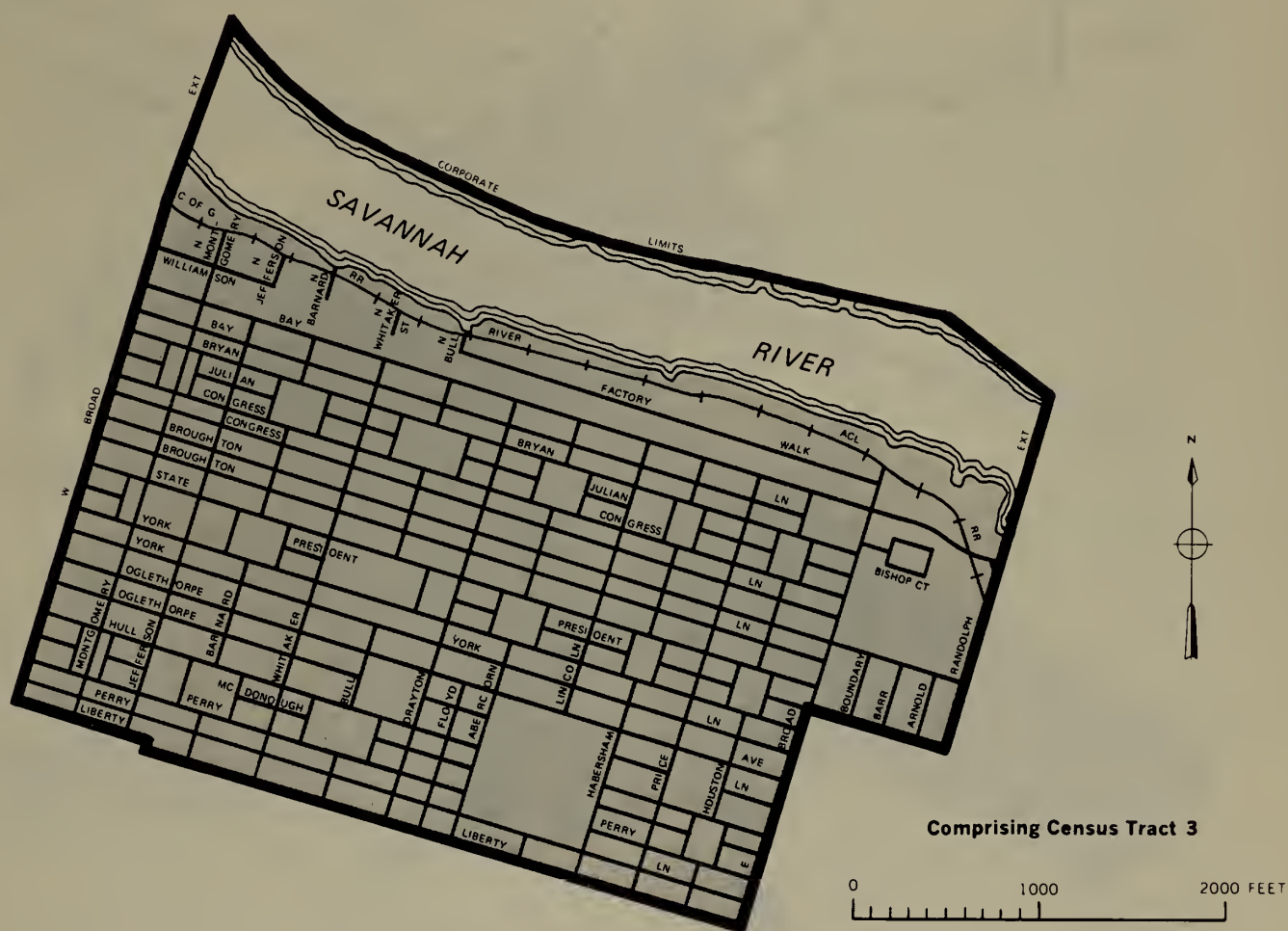
## Standard Metropolitan Statistical Area





## SAVANNAH

## Central Business District



SAVANNAH

Major Retail Centers



- No. 2 Unassigned
- Central Business District
- Major Retail Centers (boundary descriptions are in appendix E)
- Central City

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers		
					No. 1	No. 3	No. 4
	<b>Retail stores:<sup>1 2</sup></b>						
	Number -----	1 822	1 053	193	68	48	110
	Sales (\$1,000) -----	715 917	354 220	89 513	37 411	66 351	110 410
	Payroll entire year (\$1,000) -----	88 587	48 482	11 949	4 742	7 045	15 864
	Paid employees for week including March 12 ---	13 581	7 482	1 913	748	699	2 302
54, 58, 591	<b>Convenience goods stores:</b>						
	Number -----	817	374	58	22	12	26
	Sales (\$1,000) -----	(D)	(D)	17 080	(D)	8 830	31 375
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>						
	Number -----	494	308	96	27	16	73
	Sales (\$1,000) -----	202 233	101 654	39 680	18 462	14 883	72 941
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>						
	Number -----	711	373	41	19	16	11
	Sales (\$1,000) -----	(D)	(D)	12 753	(D)	43 036	6 094
	<b>Number of Establishments</b>						
	<b>Retail stores<sup>1 2</sup> -----</b>	<b>1 622</b>	<b>1 053</b>	<b>193</b>	<b>88</b>	<b>46</b>	<b>110</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>81</b>	<b>28</b>	<b>3</b>	<b>4</b>	<b>1</b>	<b>3</b>
525	Hardware stores -----	12	4	2	1	1	-
52 ex. 525	Other -----	49	24	1	3	-	3
53	<b>General merchandise group stores -----</b>	<b>46</b>	<b>30</b>	<b>8</b>	<b>3</b>	<b>1</b>	<b>5</b>
531	Department stores <sup>4</sup> -----	8	4	2	1	1	3
533	Variety stores -----	17	13	4	1	-	2
539	Miscellaneous general merchandise stores -----	21	13	2	1	-	-
54	<b>Food stores<sup>5</sup> -----</b>	<b>264</b>	<b>157</b>	<b>10</b>	<b>5</b>	<b>5</b>	<b>7</b>
541	Grocery stores -----	204	118	4	3	5	5
55 ex. 554	<b>Automotive dealers -----</b>	<b>142</b>	<b>75</b>	<b>6</b>	<b>5</b>	<b>7</b>	<b>2</b>
554	<b>Gasoline service stations -----</b>	<b>223</b>	<b>97</b>	<b>4</b>	<b>7</b>	<b>6</b>	<b>2</b>
56	<b>Apparel and accessory stores -----</b>	<b>135</b>	<b>95</b>	<b>44</b>	<b>9</b>	<b>-</b>	<b>35</b>
561	Men's and boys' clothing and furnishings stores --	28	20	10	1	-	7
562, 3, 6	Women's clothing and specialty stores and furs -----	51	37	16	4	-	13
562	Women's ready-to-wear stores -----	42	28	13	4	-	11
565	Family clothing stores -----	18	12	4	2	-	3
566	Shoe stores -----	28	19	8	2	-	10
564, 9	Other apparel and accessory stores -----	10	7	4	-	-	2
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>145</b>	<b>85</b>	<b>15</b>	<b>6</b>	<b>9</b>	<b>14</b>
5712	Furniture stores -----	58	37	10	1	5	3
5713, 4, 9	Home furnishings stores -----	39	22	2	3	1	4
572, 3	Household appliance, radio, television, and music stores -----	48	26	3	4	3	7
58	<b>Eating and drinking places -----</b>	<b>301</b>	<b>162</b>	<b>40</b>	<b>13</b>	<b>5</b>	<b>19</b>
5812	Eating places -----	222	128	31	10	5	19
5813	Drinking places (alcoholic beverages) -----	79	54	9	3	-	-
591	<b>Drug and proprietary stores -----</b>	<b>52</b>	<b>35</b>	<b>8</b>	<b>4</b>	<b>2</b>	<b>-</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	<b>453</b>	<b>269</b>	<b>57</b>	<b>10</b>	<b>10</b>	<b>23</b>
592	Liquor stores -----	69	38	2	1	1	-
594	Miscellaneous shopping goods stores -----	168	96	29	7	6	19
5992	Florists -----	41	28	4	2	-	1

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.



Table 2. **Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Savannah CBD</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>193</b>	<b>69 513</b>	<b>11 949</b>	<b>2 673</b>	<b>1 913</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>3</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>8</b>	<b>13 252</b>	<b>1 951</b>	<b>445</b>	<b>327</b>
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	2	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>10</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
541	Grocery stores -----	4	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	<b>6</b>	<b>6 227</b>	<b>956</b>	<b>227</b>	<b>79</b>
554	<b>Gasoline service stations -----</b>	<b>4</b>	<b>1 407</b>	<b>125</b>	<b>36</b>	<b>32</b>
56	<b>Apparel and accessory stores -----</b>	<b>44</b>	<b>16 507</b>	<b>2 886</b>	<b>669</b>	<b>423</b>
561	Men's and boys' clothing and furnishings stores -----	10	4 428	845	195	115
562, 3, 8	Women's clothing and specialty stores and furriers -----	18	7 519	1 268	298	200
562	Women's ready-to-wear stores -----	13	7 325	1 248	289	190
565	Family clothing stores -----	4	(D)	(D)	(D)	(D)
566	Shoe stores -----	8	2 219	444	109	58
564, 9	Other apparel and accessory stores -----	4	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>15</b>	<b>4 986</b>	<b>834</b>	<b>134</b>	<b>116</b>
5712	Furniture stores -----	10	3 688	633	150	81
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	3	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places -----</b>	<b>40</b>	<b>10 054</b>	<b>3 072</b>	<b>658</b>	<b>666</b>
5812	Eating places -----	31	8 960	2 723	575	593
5813	Drinking places (alcoholic beverages) -----	9	1 094	349	83	73
591	<b>Drug and proprietary stores -----</b>	<b>6</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>57</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	29	4 935	658	96	66
5992	Florists -----	4	136	17	5	4

See footnotes at end of table.



**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see Introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 4</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>110</b>	<b>110 410</b>	<b>15 664</b>	<b>3 520</b>	<b>2 302</b>
52	Building materials, hardware, garden supply, and mobile home dealers -----	3	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>5</b>	<b>43 954</b>	<b>7 250</b>	<b>1 653</b>	<b>943</b>
531	Department stores <sup>3</sup> -----	3	(D)	(D)	(D)	(D)
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	<b>Food stores<sup>4</sup> -----</b>	<b>7</b>	<b>21 630</b>	<b>2 095</b>	<b>291</b>	<b>163</b>
541	Grocery stores -----	5	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
554	<b>Gasoline service stations -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
56	<b>Apparel and accessory stores -----</b>	<b>35</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
561	Men's and boys' clothing and furnishings stores -----	7	2 238	306	65	45
562, 3, 8	Women's clothing and specialty stores and furiers -----	13	6 982	950	225	199
562	Women's ready-to-wear stores -----	11	(D)	(D)	(D)	(D)
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	10	3 479	514	105	83
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>14</b>	<b>10 209</b>	<b>1 305</b>	<b>330</b>	<b>173</b>
5712	Furniture stores -----	3	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	4	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	7	2 579	284	68	49
58	<b>Eating and drinking places -----</b>	<b>19</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
5812	Eating places -----	19	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	-	-	-	-	-
591	<b>Drug and proprietary stores -----</b>	<b>-</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>23</b>	<b>5 534</b>	<b>723</b>	<b>171</b>	<b>121</b>
592	Liquor stores -----	-	-	-	-	-
594	Miscellaneous shopping goods stores -----	19	(D)	(D)	(D)	(D)
5992	Florists -----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Savannah</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>1 053</b>	<b>354 220</b>	<b>46 462</b>	<b>10 935</b>	<b>7 482</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>28</b>	<b>(D)</b>	<b>3 105</b>	<b>668</b>	<b>372</b>
525	Hardware stores -----	4	3 720	553	125	62
52 ex. 525	Other -----	24	(D)	2 552	543	310
53	<b>General merchandise group stores -----</b>	<b>30</b>	<b>31 795</b>	<b>4 175</b>	<b>986</b>	<b>739</b>
531	Department stores <sup>3</sup> -----	4	24 247	3 099	706	497
533	Variety stores -----	13	(D)	775	205	194
539	Miscellaneous general merchandise stores -----	13	(D)	301	75	48
54	<b>Food stores<sup>4</sup> -----</b>	<b>157</b>	<b>82 757</b>	<b>7 792</b>	<b>1 938</b>	<b>1 208</b>
541	Grocery stores -----	118	78 474	7 243	1 801	1 090
56 ex. 554	<b>Automotive dealers -----</b>	<b>75</b>	<b>45 432</b>	<b>5 106</b>	<b>1 279</b>	<b>467</b>
554	<b>Gasoline service stations -----</b>	<b>97</b>	<b>29 474</b>	<b>2 130</b>	<b>525</b>	<b>423</b>
58	<b>Apparel and accessory stores -----</b>	<b>95</b>	<b>28 516</b>	<b>4 909</b>	<b>1 117</b>	<b>747</b>
561	Men's and boys' clothing and furnishings stores -----	20	(D)	1 346	296	193
562, 3, 8	Women's clothing and specialty stores and furriers -----	37	(D)	2 025	477	322
562	Women's ready-to-wear stores -----	28	(D)	1 919	450	300
565	Family clothing stores -----	12	3 998	(D)	(D)	(D)
566	Shoe stores -----	19	(D)	738	176	104
564, 9	Other apparel and accessory stores -----	7	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>85</b>	<b>19 917</b>	<b>3 090</b>	<b>742</b>	<b>408</b>
5712	Furniture stores -----	37	11 018	1 713	406	231
5713, 4, 9	Home furnishings stores -----	22	3 162	465	106	64
572, 3	Household appliance, radio, television, and music stores -----	26	5 737	912	230	113
58	<b>Eating and drinking places -----</b>	<b>182</b>	<b>36 527</b>	<b>9 082</b>	<b>2 083</b>	<b>2 054</b>
5812	Eating places -----	128	32 025	8 159	1 863	1 836
5813	Drinking places (alcoholic beverages) -----	54	4 502	923	220	218
591	<b>Drug and proprietary stores -----</b>	<b>35</b>	<b>(D)</b>	<b>1 585</b>	<b>385</b>	<b>238</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>269</b>	<b>43 774</b>	<b>5 488</b>	<b>1 212</b>	<b>826</b>
592	Liquor stores -----	38	11 565	931	222	164
594	Miscellaneous shopping goods stores -----	96	21 626	2 733	522	365
5992	Florists -----	28	1 930	393	103	75

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Savannah, Ga., SMSA</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>1 822</b>	<b>715 917</b>	<b>88 587</b>	<b>20 292</b>	<b>13 581</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>81</b>	<b>42 768</b>	<b>4 429</b>	<b>974</b>	<b>527</b>
525	Hardware stores -----	12	4 990	668	149	81
52 ex. 525	Other -----	49	37 776	3 761	825	446
53	<b>General merchandise group stores -----</b>	<b>48</b>	<b>90 358</b>	<b>13 124</b>	<b>3 015</b>	<b>1 958</b>
531	Department stores <sup>3</sup> -----	8	76 932	11 273	2 559	1 574
533	Variety stores -----	17	8 727	1 141	291	270
539	Miscellaneous general merchandise stores -----	21	6 697	710	165	112
54	<b>Food stores<sup>4</sup> -----</b>	<b>264</b>	<b>148 783</b>	<b>13 395</b>	<b>3 148</b>	<b>2 000</b>
541	Grocery stores -----	204	143 084	12 726	2 982	1 851
55 ex. 554	<b>Automotive dealers -----</b>	<b>142</b>	<b>141 555</b>	<b>13 618</b>	<b>3 241</b>	<b>1 215</b>
554	<b>Gasoline service stations -----</b>	<b>223</b>	<b>81 538</b>	<b>4 301</b>	<b>1 077</b>	<b>882</b>
56	<b>Apparel and accessory stores -----</b>	<b>135</b>	<b>41 883</b>	<b>8 711</b>	<b>1 543</b>	<b>1 088</b>
561	Men's and boys' clothing and furnishings stores -----	28	(D)	1 655	381	238
562, 3, 8	Women's clothing and specialty stores and furriers -----	51	18 124	2 979	702	515
562	Women's ready-to-wear stores -----	42	17 452	2 873	675	493
565	Family clothing stores -----	18	5 071	650	140	121
566	Shoe stores -----	28	(D)	1 123	254	168
564, 9	Other apparel and accessory stores -----	10	(D)	304	66	46
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>145</b>	<b>42 552</b>	<b>8 129</b>	<b>1 449</b>	<b>736</b>
5712	Furniture stores -----	58	25 842	3 715	865	429
5713, 4, 9	Home furnishings stores -----	39	6 248	974	221	122
572, 3	Household appliance, radio, television, and music stores -----	48	10 462	1 440	363	185
58	<b>Eating and drinking places -----</b>	<b>301</b>	<b>82 432</b>	<b>14 940</b>	<b>3 528</b>	<b>3 629</b>
5812	Eating places -----	222	56 075	13 806	3 264	3 353
5813	Drinking places (alcoholic beverages) -----	79	6 357	1 134	264	276
591	<b>Drug and proprietary stores -----</b>	<b>52</b>	<b>(D)</b>	<b>2 552</b>	<b>648</b>	<b>400</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>453</b>	<b>(D)</b>	<b>7 388</b>	<b>1 671</b>	<b>1 128</b>
592	Liquor stores -----	69	18 051	1 394	323	223
594	Miscellaneous shopping goods stores -----	168	27 462	3 445	695	492
5992	Florists -----	41	2 482	490	129	98

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Savannah</b>					
	Retail stores <sup>2</sup> -----	238	68 792	10 878	2 530	2 371
52	Building materials, hardware, garden supply, and mobile home dealers-----	3	233	46	5	12
525	Hardware stores-----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other-----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores-----	15	12 168	1 741	412	417
531	Department stores <sup>3</sup> -----	3	9 133	1 298	304	306
533	Variety stores-----	7	2 323	365	91	96
539	Miscellaneous general merchandise stores-----	5	712	78	17	15
54	Food stores-----	18	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers-----	15	5 261	849	196	113
554	Gasoline service stations-----	7	902	70	22	24
56	Apparel and accessory stores-----	44	15 344	2 752	656	545
561	Men's and boys' clothing and furnishings stores-----	12	5 125	937	219	159
562, 3, 8	Women's clothing and specialty stores and furriers-----	15	5 906	1 039	255	224
562	Women's ready-to-wear stores-----	13	(D)	(D)	(D)	(D)
565	Family clothing stores-----	5	(D)	(D)	(D)	(D)
566	Shoe stores-----	10	3 011	541	128	105
564, 9	Other apparel and accessory stores-----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	28	10 064	1 582	380	235
5712	Furniture stores-----	19	7 085	1 177	287	171
5713, 4, 9	Home furnishings stores-----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	8	(D)	(D)	(D)	(D)
58	Eating and drinking places-----	52	6 278	1 695	394	588
5812	Eating places-----	37	5 357	1 489	346	462
5813	Drinking places (alcoholic beverages)-----	15	921	206	48	126
591	Drug and proprietary stores-----	5	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	53	8 496	961	218	186
592	Liquor stores-----	4	387	17	3	4
594	Miscellaneous shopping goods stores-----	26	4 971	757	170	141
5992	Florists-----	3	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Savannah</b>			
	<b>Retail stores<sup>2</sup> -----</b>	<b>1.0</b>	<b>28.3</b>	<b>54.4</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>(D)</b>	<b>(D)</b>	<b>61.7</b>
525	Hardware stores -----	(NC)	(D)	291.4
52 ex. 525	Other -----	(NC)	108.8	50.1
53	<b>General merchandise group stores -----</b>	<b>8.9</b>	<b>(D)</b>	<b>46.1</b>
531	Department stores <sup>3</sup> -----	(D)	(D)	47.8
533	Variety stores -----	(D)	-12.9	(D)
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>-51.0</b>	<b>22.7</b>	<b>53.5</b>
541	Grocery stores -----	(NA)	23.4	54.7
55 ex. 554	<b>Automotive dealers -----</b>	<b>18.4</b>	<b>-2.3</b>	<b>55.1</b>
554	<b>Gasoline service stations -----</b>	<b>56.0</b>	<b>58.9</b>	<b>54.3</b>
56	<b>Apparel and accessory stores -----</b>	<b>7.6</b>	<b>27.8</b>	<b>33.9</b>
561	Men's and boys' clothing and furnishings stores -----	-13.6	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	27.3	(D)	36.0
562	Women's ready-to-wear stores -----	(D)	30.2	(D)
565	Family clothing stores -----	-8.0	(D)	(D)
566	Shoe stores -----	-26.3	-7.0	(D)
564, 9	Other apparel and accessory stores -----	(NC)	233.5	218.8
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>-50.5</b>	<b>9.3</b>	<b>52.4</b>
5712	Furniture stores -----	-47.9	-9.0	65.1
5713, 4, 9	Home furnishings stores -----	(NC)	(D)	15.4
572, 3	Household appliance, radio, television, and music stores -----	-66.0	(D)	52.7
58	<b>Eating and drinking places -----</b>	<b>60.1</b>	<b>60.4</b>	<b>84.5</b>
5812	Eating places -----	67.3	58.1	89.2
5813	Drinking places (alcoholic beverages) -----	18.8	79.3	51.1
591	<b>Drug and proprietary stores -----</b>	<b>-6.9</b>	<b>20.2</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>(D)</b>	<b>57.0</b>	<b>(D)</b>
592	Liquor stores -----	(D)	39.1	38.3
594	Miscellaneous shopping goods stores -----	-0.7	68.7	78.4
5992	Florists -----	(D)	34.7	42.3

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Savannah</b>					
	<b>Retail stores<sup>1</sup> -----</b>	<b>19.8</b>	<b>9.7</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>14.8</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>6.0</b>
525	Hardware stores -----	(D)	(D)	(D)	1.1	0.7
52 ex. 525	Other -----	(D)	(D)	(D)	5.9	5.3
53	<b>General merchandise group stores -----</b>	<b>41.7</b>	<b>14.7</b>	<b>19.1</b>	<b>9.0</b>	<b>12.6</b>
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	6.8	10.7
533	Variety stores -----	50.3	(D)	(D)	(D)	0.9
539	Miscellaneous general merchandise stores -----	12.8	(D)	(D)	(D)	0.9
54	<b>Food stores<sup>3</sup> -----</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>23.4</b>	<b>20.8</b>
541	Grocery stores -----	(D)	(D)	(D)	22.2	20.0
55 ex. 554	<b>Automotive dealers -----</b>	<b>13.7</b>	<b>4.4</b>	<b>9.0</b>	<b>12.8</b>	<b>19.8</b>
554	<b>Gasoline service stations -----</b>	<b>4.8</b>	<b>2.3</b>	<b>2.0</b>	<b>8.3</b>	<b>8.6</b>
56	<b>Apparel and accessory stores -----</b>	<b>57.9</b>	<b>39.4</b>	<b>23.7</b>	<b>8.1</b>	<b>5.8</b>
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	6.4	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	41.5	10.8	(D)	2.5
562	Women's ready-to-wear stores -----	(D)	42.0	10.5	(D)	2.4
565	Family clothing stores -----	(D)	(D)	(D)	1.1	0.7
566	Shoe stores -----	(D)	(D)	3.2	(D)	(D)
564, 9	Other apparel and accessory stores -----	69.9	61.5	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>25.0</b>	<b>11.7</b>	<b>7.2</b>	<b>5.6</b>	<b>5.9</b>
5712	Furniture stores -----	33.5	14.3	5.3	3.1	3.6
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	0.9	0.9
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	(D)	1.6	1.5
58	<b>Eating and drinking places -----</b>	<b>27.5</b>	<b>16.1</b>	<b>14.5</b>	<b>10.3</b>	<b>8.7</b>
5812	Eating places -----	28.0	16.0	12.9	9.0	7.8
5813	Drinking places (alcoholic beverages) -----	24.3	17.2	1.6	1.3	0.9
591	<b>Drug and proprietary stores -----</b>	<b>20.9</b>	<b>11.0</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup> -----</b>	<b>(D)</b>	<b>10.2</b>	<b>(D)</b>	<b>12.4</b>	<b>(D)</b>
592	Liquor stores -----	(D)	(D)	(D)	3.3	2.5
594	Miscellaneous shopping goods stores -----	22.8	18.0	7.1	6.1	3.8
5992	Florists -----	7.0	5.5	0.2	0.5	0.3

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.



## APPENDIX A. General Explanation

### CENSUS COVERAGE AND METHODOLOGY

**Structure and method of enumeration**—Firms in the 1977 Census of Retail Trade were divided into the nonmail universe and mail universe. The coverage and the method of obtaining census information from each follow:

1. The nonmail universe consists of firms which were not required to file a regular census return and includes:

- a. All nonemployers, i.e., all firms with no paid employees during 1977. Sales information for them was obtained from 1977 Federal income tax records. Although consisting of many firms, nonemployers account for less than 5 percent of total retail sales.

The census included only those retail nonemployer firms which reported a sales volume of \$2,500 or more during 1977 plus firms in operation for less than the full year that reported sales which, if projected to an annual basis, would have reached a total of \$2,500 or more. This treatment is the same as in the 1972 census.

- b. Selected small employers, i.e., all business firms with paid employees as shown in the active records of the Internal Revenue Service (IRS) which were subject to payment of Federal Insurance Contribution Act (FICA) taxes. "Small employers" are all those single-establishment firms with payroll below a specified cutoff. Although the cutoff varied by kind of business, small employers generally included firms with one to three employees and represented about 10 percent of total retail sales.

Data on sales, payroll, and employment for employer firms below the cutoff were obtained from the records of the IRS and the Social Security Administration (SSA), except for a 10-percent sample which was included in the mail universe.

2. The mail universe consists of firms for which information was obtained basically by means of a mail canvass and includes:

- a. Large employers, i.e., all employer firms above the payroll size cutoff established to separate large from small employers. Within this category, a report of company organization is conducted periodically to identify firms which operated establishments at more than one location and to obtain information on payroll and mid-March employment at each location. The 1976 Report of Company Organization was used as a coverage check in the census. In the census mailing package, firms were sent a form to use in updating the list of establishments with those opened since 1976.

- b. The 10-percent sample of small employers referred to in section 1b above.

**Method of classifying kinds of business**—The retail trade classifications for all establishments were based on the Standard Industrial Classification (SIC) Manual.<sup>1</sup> However, the method of assigning these classifications, and the level of detail at which establishments were classified, differed between the nonmail and mail universes as follows:

1. The nonmail universe.

- a. All nonemployers were classified on the basis of information supplied on the Federal income tax returns. They were coded in less detail than employer firms; therefore, the combined data for all establishments (nonemployer firms plus establishments of employer firms) are presented in less kind-of-business detail than are the data for employer establishments alone.

- b. Selected small employers were classified on the basis of the most current census kind-of-business classification available from one of the Bureau's current sample surveys or the 1972 census. Otherwise, the SSA classification was used or the IRS classification based on the firm's description of its principal business activity as entered on its IRS business tax return.

If the Census, SSA, and IRS classifications proved inadequate (none corresponded to a 1977 census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a 1977 census kind-of-business code.

2. The mail universe was classified on the basis of answers to questions on sales by merchandise lines and other special inquiries.

### COMPARABILITY OF 1972 AND 1977 CENSUSES

The 1972 and 1977 Censuses of Retail Trade were conducted under similar conditions and procedures. However, strict comparability of the data for the two censuses is limited by the following factors:

**Geographic areas**—The boundaries of a number of areas for which data are shown in the 1977 census are not the same as in the 1972 census because of annexations, other boundary changes, and redefinitions of SMSA's since 1972. In addition, not all areas which qualified for presentation of separate data in one of the census years qualified or existed in both census years (see Geographic Areas Covered in the Introduction).

<sup>1</sup>Standard Industrial Classification Manual: 1972. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 4101-0066. Price \$6.75. 1977 Supplement. Stock No. 003-005-00176-0. Price 90 cents.



**Classifications**—In 1977, the calculation to determine the proper kind-of-business classification based on the dominant merchandise line (or the dominant homogeneous group of merchandise lines) was done after excluding all nonmerchandise sales from total sales; in 1972, the calculation was done using total sales, including nonmerchandise sales. As a result, some establishments were assigned a different kind-of-business classification in 1977 than they would have been assigned in 1972. The change was insignificant in most kinds of business.

**Sales**—The 1972 sales statistics included two items omitted from the 1977 sales statistics:

1. Sales (or other) taxes collected from customers and forwarded to taxing authorities.
2. Carrying charges or other charges for credit.

Studies have shown that these items were substantially under-reported in the 1972 census. Sales taxes and credit charges reported in the 1972 census have been estimated at about \$10 billion for the United States as a whole.

**Legal form of organization**—In the 1972 census, the legal form of organization was based on data reported directly in the censuses only for establishments of large multiestablishment companies—those with a total company employment of 250 persons or more. (These large firms included information on legal form of organization in their company summary reports.) The legal form of organization of all other establishments was generally decided by the type of IRS business income tax return form they filed; e.g., businesses filing a partnership Federal tax return (form 1065) were assumed to be partnerships.

In 1977, the legal form of organization was determined for establishments in the mail universe on the basis of the response to the legal form of organization inquiry on the census forms. The legal form of organization of nonmail establishments was generally decided by the type of IRS business income tax return form filed.

A later retail trade report, "Establishment and Firm Size," will present data by the following legal forms of organization:

1. Individual proprietorships.
2. Partnerships.
3. Corporations (including non-tax-exempt cooperatives).
4. Other legal forms.

## EXPLANATION OF TERMS

**Establishments**—An establishment is a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one or more establishments. Census of retail trade figures represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records were used instead of a census report, no information was available on the number of locations operated. Estimates of this number were

derived from a sample and will be provided in the United States Summary report. Each census report was tabulated in accordance with the physical location at which the business was conducted. The count of establishments in this publication represents the number in business at the end of the year.

When two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity and all data for it were included in that classification. However, when distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted under the same ownership at a single location, and when conditions prescribed by the SIC manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were obtained in the census.

In the case of leased departments (separately owned businesses operated as departments or concessions of retail business under another ownership, such as a separately owned shoe department in a department store), only a single establishment combining leased departments with the main retail establishment in which they are located is recognized for census purposes. However, when information is obtained from IRS and SSA sources rather than a census report, it is generally not possible to differentiate between leased departments and separate establishments. Leased retail departments located in other than retail establishments (e.g., a gift shop located in a hotel) are considered separate retail establishments.

**Sales**—Sales include merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed on to the retailer.

Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Total sales do not include carrying or other credit charges; sales (or other) taxes collected from customers and forwarded to taxing authorities; commissions from vending machine operators; and nonoperating income from such sources as investments, rental or sale of real estate, etc.

Sales in this report do not include retail sales made by manufacturers, wholesalers, service establishments, or other businesses whose primary activity is other than retail trade. They do include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, and sales to other retailers) by establishments primarily engaged in retail trade.

Although the count of establishments in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.



**Payroll entire year**—Payroll includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay, and the value of payments in kind (e.g., free meals and lodgings), paid during the year to all employees. Tips and gratuities received by employees from patrons and reported to employers are included. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the Internal Revenue Service for form 941.

**Payroll first quarter**—This item consists of payroll, as defined above, paid to persons employed at any time during the quarter January to March 1977.

**Paid employees for week including March 12**—Paid employees consist of the full-time and part-time employees, including salaried officers and executives of corporations, who were on the payroll in the pay period including March 12, 1977. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are proprietors and partners of unincorporated businesses. The definition of paid employees is the same as that used on IRS form 941.

**Central administrative offices and auxiliaries**—Each company included in this census was asked to identify and report separately as "central administrative offices" or "auxiliaries" those locations whose primary functions were to manage, administer, service, or support the activities of the other establishments of the company. Data for such central administrative offices and auxiliaries which primarily service retail establishments will be presented in a subsequent report issued as part of the 1977 Enterprise Statistics series of reports.

## KIND-OF-BUSINESS CLASSIFICATIONS

Retail trade, major groups 52 through 59 in the 1972 SIC manual, includes establishments engaged in selling merchandise for personal or household consumption and in rendering services incidental to the sale of the goods. Exceptions are necessitated by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Establishments engaged in selling products to the general public from displayed merchandise, such as typewriters, stationery, or gasoline, are classified in retail trade even though such products may not be used for personal or household consumption. However, establishments that sell exclusively to business establishments, institutional and industrial users, or contractors are classified in wholesale trade.

Other important characteristics of retail trade establishments are that they are usually fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive as well as sell merchandise; they may process their products, although processing is incidental or subordinate

to selling; and they are considered as retail in the trade. Not all of these characteristics need be present and some are modified by trade practice.

Establishments covered by the census were assigned kind-of-business classifications in accordance with the industry classifications defined in the 1972 SIC manual. When a more detailed classification was needed than that defined in the SIC manual, more kinds of business were identified within an SIC. In general, retail establishments were classified according to the principal lines of commodities sold (groceries, hardware, etc.), or the usual trade designation (drug store, cigar store, etc.).

Kind-of-business classifications are not interchangeable with commodity classifications; most businesses sell several kinds of commodities. The kind-of-business code generally reflects either the individual commodity or the commodity group which is the primary source of the establishment's receipts, or some mixture of commodities which characterizes the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food stores" classification excluded stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products. (Some indication of the extent to which various broad groups of commodities, or "merchandise lines," are characteristic of different kinds of business is given in the 1977 Census of Retail Trade report, Merchandise Line Sales.)

The basis for the kind-of-business classifications has been described (see Method of classifying kinds of business above). Descriptions of the major kind-of-business classifications used in the Major Retail Centers series of reports follow. All the kind-of-business classifications in the retail major categories are described in appendix A of the 1977 Census of Retail Trade Geographic Area series of reports (RC77-A).

### Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes. It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales; these establishments are known as "retail" in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

**Hardware stores (SIC 525)**—Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

### General Merchandise Group Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc. Establishments primarily engaged in selling used general merchandise are classified in SIC 593, and those selling general merchandise by mail, vending machine, or direct selling are classified in SIC 596.

**Department stores (SIC 531)**—Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, and radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total sales. An establishment with total sales of \$10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups are \$1 million or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

**Variety stores (SIC 533)**—Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

**Miscellaneous general merchandise stores (SIC 539)**—Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores but normally having less than 25 employees, and stores usually known as country general stores are included here. Also included are most catalog showrooms and establishments whose sales of apparel or furniture and home furnishings exceed half of their total sales, providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

### Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption. Establish-

ments primarily engaged in selling prepared foods and drinks for consumption on the premises are classified in major group 58, and stores primarily engaged in selling packaged beers and liquors are classified in SIC 5921.

**Grocery stores (SIC 541)**—Establishments primarily selling (1) a wide variety of canned or frozen foods such as vegetables, fruits, and soups; (2) packaged or bulk dry groceries, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers; and (3) other processed foods and nonedible grocery items. These establishments often also sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats. Establishments commonly known as supermarkets, food stores, and delicatessens are included if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

### Automotive Dealers and Gasoline Service Stations (SIC Major Group 55)

This major group includes retail dealers selling new and used automobiles, boats, recreational and utility trailers, and motorcycles; dealers selling new automobile parts and accessories; and gasoline service stations selling gasoline and lubricating oils. It includes establishments dealing exclusively in used automobiles, but not establishments dealing exclusively in used parts (SIC 5931). Also included are automobile repair shops maintained by establishments engaged in the sale of new automobiles. Automotive distributors, the greater part of whose sales are to dealers or to institutional or industrial users, are classified in wholesale trade.

**Gasoline service stations (SIC 554)**—Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of gasoline and automotive lubricants are included.

### Apparel and Accessory Stores (SIC Major Group 56)

Establishments in this major group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included are establishments which meet the criteria for "Department stores" (SIC 5311) or "Miscellaneous general merchandise stores" (SIC 5399) even though most of their receipts are from the sale of apparel and apparel accessories.

**Men's and boys' clothing and furnishings stores (SIC 561)**—Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales and (2) receipts from sales of all men's and boys' apparel are three or more times the receipts from sales of all women's and girls' apparel.



**Women's ready-to-wear stores (SIC 562)**—Establishments primarily selling women's and girls' ready-to-wear apparel. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales, (2) sales of all women's and girls' apparel are three or more times the sales of all men's and boys' apparel, and (3) sales of dresses, skirts, slacks, coats, suits, and furs are two or more times greater than the sales of millinery, hosiery, underwear, blouses, handbags, and other apparel and accessories.

**Women's clothing and specialty stores and furriers (SIC 562, 563, and 568)**—Establishments primarily selling a specialized line of women's and girls' apparel, such as sportswear, beachwear, blouses, hosiery, hats, foundation garments, lingerie, negligees, robes, and fur coats and other fur apparel.

**Family clothing stores (SIC 565)**—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of their total sales, (2) sales of all women's and girls' apparel items are not more than three times the sales of all men's and boys' apparel items, and (3) sales of men's and boys' apparel items are not more than three times the sales of all women's and girls' apparel items.

**Shoe stores (SIC 566)**—Establishments primarily selling shoes and other footwear. Accessories are frequently sold. Included are men's shoe stores, women's shoe stores, family shoe stores, and children's and juveniles' shoe stores.

**Other apparel and accessory stores (SIC 564 and 569)**—Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This classification also includes children's and infants' wear stores.

## **Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)**

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances. Establishments selling electrical and gas appliances are included in this group only if the major part of their sales consists of articles for home use. Dealers primarily engaged in selling antique and secondhand furniture are classified in SIC 593. Stores primarily engaged in selling merchandise but also providing an interior decorating service are classified according to the merchandise handled. Interior designers primarily engaged in advising clients on the selection of interior decorations are classified in SIC 7399.

**Furniture stores (SIC 5712)**—Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radios, television sets, and floor coverings provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

**Home furnishings stores (SIC 5713, 5714, and 5719)**—Establishments primarily engaged in the retail sale of home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, window shades, floor coverings and related products, draperies, curtains, slipcovers, and upholstery material.

**Household appliance, radio, television, and music stores (SIC 572 and 573)**—Comprise the following industries:

*Household appliance stores (SIC 572)*—Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household appliances such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radios and television sets.

*Radio and television stores (SIC 5732)*—Establishments primarily engaged in the retail sale and installation of radios, television sets, record players, high fidelity (hi-fi), and sound reproducing equipment. Such establishments also may sell additional lines such as household appliances, musical instruments, or records. Radio and television repair shops are classified in SIC 7622.

*Record shops (SIC 5733 pt.)*—Establishments primarily selling phonograph records and albums. Related merchandise also frequently is sold in these stores.

*Musical instrument stores (SIC 5733 pt.)*—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, and percussion instruments. Other musical supplies also may be sold in these stores.

## **Eating and Drinking Places (SIC Major Group 58)**

This major group includes retail establishments selling prepared food and drinks for consumption on the premises; it also includes lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Restaurants, lunch counters, and drinking places operated as a subordinate service facility by other establishments are not included in this industry unless they are operated as leased departments by outside operators. Thus, restaurants and coffee shops operated by hotels are classified in major group 70 and those operated by department stores are classified in major group 53.

**Eating places (SIC 5812)**—Includes retail establishments which sell prepared foods and beverages for consumption on or near



the premises. Included are restaurants and lunchrooms, social caterers, cafeterias, refreshment places, contract feeding locations, and ice cream and frozen custard stands.

**Drinking places (alcoholic beverages) (SIC 5813)**—Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. The sale of food frequently accounts for a substantial portion of the receipts of these establishments.

### **Miscellaneous Retail Stores (SIC Major Group 59)**

This major group includes retail establishments not elsewhere classified. These establishments fall into the following categories: Drug stores, liquor stores, used merchandise stores, miscellaneous shopping goods stores, nonstore retailers, fuel and ice dealers, florists, cigar stores and stands, news dealers and newsstands, and miscellaneous retail stores not elsewhere classified.

**Drug and proprietary stores (SIC 591)**—Drug stores are establishments engaged in the retail sale of prescription drugs and patent medicines. They may carry a number of related lines, such as cosmetics, toiletries, tobacco, and novelty merchandise, and may operate a soda fountain or lunch counter. These stores are classified on the basis of their usual trade designation rather than on a strict interpretation of commodities handled.

Proprietary stores are establishments generally selling the same merchandise as drug stores, except that prescriptions are not filled and sold.

**Liquor stores (SIC 592)**—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whiskey for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

**Miscellaneous shopping goods stores (SIC 594)**—Comprises the following industries:

*General line sporting goods stores (SIC 5941 pt.)*—Establishments primarily selling a general line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; and gymnasium and playground equipment.

*Specialty line sporting goods stores (SIC 5941 pt.)*—Establishments specializing in a maximum of four lines of sporting goods and equipment such as guns, bicycles, skiing, golfing, bowling, and billiards equipment. (In the 1972 census, specialty sporting goods stores were defined as establishments specializing in only one line of sporting goods.)

*Book stores (SIC 5942)*—Establishments primarily selling new books and periodicals. Stationery and related items may also be sold. Book clubs (not engaged in publishing) primarily selling new books through the mail are included in "mail order houses" (SIC 5961).

*Stationery stores (SIC 5943)*—Establishments primarily engaged in the retail sale of stationery such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies. Stores specializing in the sale of artists' supplies are classified in SIC 5999.

*Jewelry stores (SIC 5944)*—Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks. Stores primarily engaged in watch and jewelry repair are classified in SIC 7631.

*Hobby, toy, and game shops (SIC 5945)*—Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies. Establishments primarily engaged in selling artists' supplies or collectors' items, such as coins, stamps, and autographs, are classified in SIC 5999.

*Camera and photographic supply stores (SIC 5946)*—Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Establishments primarily engaged in finishing films are classified in SIC 7395.

*Gift, novelty, and souvenir shops (SIC 5947)*—Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

*Luggage and leather goods stores (SIC 5948)*—Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

*Sewing, needlework, and piece goods stores (SIC 5949)*—Establishments primarily engaged in the retail sale of sewing supplies, fabrics, patterns, and other needlework accessories.

**Florists (SIC 5992)**—Establishments primarily engaged in the retail sale of cut flowers and growing plants. Stores primarily engaged in selling seeds, bulbs, and nursery stock are classified in SIC 5261, and greenhouses and nurseries primarily engaged in growing, in SIC 0181.

**Nonstore retailers (SIC 596)**—The establishments primarily engaged in these activities are not included in the Major Retail Centers series of reports, but are included in all other 1977 Census of Retail Trade publications. Included in this classification are mail order houses, automatic merchandising machine operators, and direct selling (house-to-house) establishments. (Data presented for direct selling establishments are limited to establishments with payroll.)

In this census, the sales made at catalog order desks in retail stores were tabulated as part of the stores' sales rather than as part of the sales of the mail order house. This conforms with the treatment of catalog desks in the 1972 censuses.

## APPENDIX B. General Questions

U.S. DEPARTMENT OF COMMERCE  
BUREAU OF THE CENSUS

### 1977 CENSUS OF DISTRIBUTIVE TRADES (RETAIL)

**Important** - PLEASE READ ALL ACCOMPANYING INSTRUCTIONS

Please complete this  
form and RETURN TO

BUREAU OF THE CENSUS  
1201 East Tenth Street  
Jeffersonville, Indiana 47132

Census use only	Unit No.	Item code	Unit No.	Item code	Unit No.	Item code

**NOTICE** - Response to this inquiry is required by law (title 13, U.S. Code). By the same law, your report to the Census Bureau is confidential. It may be seen only by sworn Census employees and may be used only for statistical purposes. The law also provides that copies retained in your files are immune from legal process.

In correspondence pertaining to this report,  
please refer to this Census File Number

Employer Identification  
Number

Please correct errors in name, address and ZIP code. ENTER street and number if not shown.

**Item 1 - PHYSICAL LOCATION OF ESTABLISHMENT** - In order to assign this establishment to the correct geographic area, the Bureau of the Census must know the actual location which may differ from the mailing address. Complete Items a through g.

**a.** Address number and street name of physical location - If not known, enter building name, shopping center name, or other physical location description. Do not enter P.O. box or rural route.

Mark (X) for a, b, c, and d if same as mailing label; if different show corrections.

Same as  
mailing  
label ☐ OR ▶

**b.** Name of city, town, village, borough, etc. of physical location

Same as  
mailing  
label ☐ OR ▶

**c.** State

Same as  
mailing  
label ☐ OR ▶

**d.** ZIP code

Same as  
mailing  
label ☐ OR ▶

**e.** Type of municipality 1 ☐ City 4 ☐ Borough 7 ☐ Other - Specify  
indicated in 1b 2 ☐ Town 5 ☐ Township

Mark (X) one 3 ☐ Village 6 ☐ Unincorporated 8 ☐ Don't know

**f.** Is this establishment located inside the legal boundaries of the city, town, village, etc., indicated in 1b?

1 ☐ Yes

2 ☐ No

**NOTE** - The area served by a post office generally does not coincide with the legal boundaries of the municipality from which the post office takes its name.

3 ☐ No legal boundaries

4 ☐ Don't know

**g.** Name of county (Louisiana parish) of physical location

#### Item 2 - EMPLOYER IDENTIFICATION NUMBER

Is the Employer Identification (EI) Number printed in the upper right of the address box the SAME as that used for this establishment on its latest 1977 Employer's Quarterly Federal Tax Return, Treasury Form 941?

☐ YES

☐ NO - Enter current EI number → (9 digits)

#### Item 3 - OPERATIONAL STATUS

**a.** Mark (X) the ONE box which best describes this establishment at the end of 1977.

001 1 ☐ In operation Figures only  
2 ☐ Temporarily or seasonally inactive Month Day Year  
3 ☐ Ceased operation - Give date →        
4 ☐ Sold or leased to another operator } Give date →        
AND name, etc. →

Name of new owner or operator

Number and street

City State ZIP code

**b.** How many months during 1977 did this firm or organization actively operate this establishment?

Number of months

**Important** - Please read

Dollar figures should be reported as illustrated. Please be careful to enter the figures in the correct columns. See example below:

EXAMPLE: If figure is \$1,125,628.28

• PREFERRED method . . . . .  
Acceptable method . . . . .

Mil- lions (000)	Thou- sands (000)	Dol- lars (000)
1	125	
1	125	628

#### Item 5 - DOLLAR VOLUME OF BUSINESS IN 1977

**a.** Sales of merchandise and other operating receipts EXCLUDING sales (or other) taxes collected

Mil. Thou. Dol.

010

**b.** Were sales (or other) taxes collected from customers and forwarded to taxing authorities?

011 1 ☐ YES  
2 ☐ NO

If "YES," report the amount of such taxes

(DO NOT include taxes in 5a above)

Mil. Thou. Dol.

012

**c.** TOTAL SALES and other operating receipts including sales (or other) taxes (Sum of 5a and 5b above)

013

#### Item 4 - ORGANIZATIONAL STATUS

**a.** Mark (X) the ONE box which best describes this establishment during 1977.

003 1 ☐ Individual proprietorship  
2 ☐ Partnership  
3 ☐ Cooperative association  
4 ☐ Governmental - Specify  
5 ☐ Corporation (other than specified above)  
6 ☐ Other - Specify

**b.** Was all or part of the income of this establishment or organization exempt from Federal income taxes under Section 501 or 521 of the Internal Revenue Code?

004 1 ☐ YES  
2 ☐ NO

#### Item 6 - PAYROLL AND EMPLOYMENT

**a.** Payroll

(1) Total ANNUAL payroll in 1977 before deductions

(2) Payroll for the FIRST QUARTER of 1977

**b.** Employment - Number of paid employees for the pay period including the 12th of the month (Include both full- and part-time employees)

032 MAR	033 MAY	034 AUG	035 NOV



**Item 7 – METHOD OF SELLING** – Mark (X) the **ONE** box which best describes this establishment's **principal** method of selling.

300

- 1 ☐ Selling at this establishment      2 ☐ Mail order (catalog selling)      3 ☐ House-to-house or telephone (direct selling)      4 ☐ Operating merchandise vending machines

**Item 8 – DEPARTMENT OR CONCESSION LOCATED IN THE ESTABLISHMENT OF ANOTHER FIRM**

302

- a. Is the business at this location conducted as a department or concession (such as a shoe concession in a department store) in an establishment operated by another firm? Mark "YES" if ■ Customers normally consider this operation as part of the establishment operated by another firm, or if sales to customers are billed by that establishment.

- 1 ☐ YES  
2 ☐ NO

- b. If "YES," enter the name and description (kind of business) of the establishment which is operated by the other firm.

Name of establishment

Kind of business

**Item 9 – DEPARTMENT OR CONCESSION LOCATED IN THIS ESTABLISHMENT**

- a. Were any departments or concessions, **NOT OWNED BY THIS FIRM**, operated within this establishment during 1977? (Exclude coin-operated amusement or vending machine space leased to others)

304

Enter number – List each one in b below

Mark "YES" if ■ Any department operated by another firm is normally considered by customers to be part of this establishment, or if this establishment bills customers for sales of such departments.

■ Any department is operated by a subsidiary firm or the parent firm.

- 1 ☐ YES →  
2 ☐ NO – SKIP to item 10

- b. List each department or concession. If more space is needed, attach a separate sheet providing the same information required below.

Line No.	Name of owner or trading name of department or concession (a)	Census use only	Kind of business of department or concession (b)	Estimated sales and receipts (Exclude sales and other taxes) (c)			Are sales included in Item 5a? (d)	Is payroll included in Item 6? (e)
				Mill.	Thou.	Dol.		
305		306		307			308	309
1							1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO	1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO
305		306		307			308	309
2							1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO	1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO
305		306		307			308	309
3							1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO	1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO

**Item 15 – OWNERSHIP OR CONTROL** – Refer to instructions for definitions of ownership and control.

Enter the company name and address (street name and number, city, State, ZIP code) and EI Number. If more space is needed to list companies, attach a separate sheet.

- a. Is this company owned or controlled by another company?

- 1 ☐ YES →  
2 ☐ NO

Owning or controlling company

EI No. (9 digits)

- b. Does this company own or control any other company or companies?

- 1 ☐ YES →  
2 ☐ NO

Owned or controlled company

EI No. (9 digits)

**Item 16 – LOCATIONS OF OPERATION**

- a. Were the operations under the EI Number shown in the mailing label (or as corrected in item 2) conducted at more than one location during 1977? (Including all selling or service locations and any other facilities such as warehouses, administrative offices, etc.)

- 1 ☐ YES – Answer (b) and (c)

- 2 ☐ NO – Do not complete (b) and (c) below.  
Review your report for completeness and accuracy and return.

Number of locations

- b. At how many separate locations were these operations conducted during 1977?

- c. List each location – including main location. If more space is needed, attach a separate sheet providing the same information required below.

Census use only	Physical location of each operation  Name, address and ZIP code (a)			1977 sales and receipts and annual and 1st quarter payrolls Totals should equal items 5a and 6a(1) and (2) (b)			Number of paid employees for the pay period including the 12th of each month Totals should equal corresponding entries in item 6b (c)		Kind of business of each location  Describe (d)
	080	Name			Sales and receipts	081	084 MAR	085 MAY	
	Number and street of physical location			Total annual payroll	082	086 AUG	087 NOV		
	City	State	ZIP code	1st quarter payroll	083			088 Census use only	

080	Name			Sales and receipts	081			084 MAR	085 MAY	
	Number and street of physical location			Total annual payroll	082			086 AUG	087 NOV	
	City	State	ZIP code	1st quarter payroll	083					
										088 Census use only
TOTALS (Sum of entries should equal corresponding entries in items 5a and 6 on page 1)				Sales and receipts				MAR	MAY	
				Total annual payroll				AUG	NOV	
				1st quarter payroll						



## APPENDIX C. Kind-of-Business Titles and Reporting-Form Numbers

Listed below are retail kind-of-business titles and their corresponding reporting-form numbers. Requests for copies of any of these forms, including the inquiries used to classify establishments by kind of business, should be directed to the Business Division, Bureau of the Census, Washington, D.C. 20233.

SIC code	Title	Report- ing form CB—	SIC code	Title	Report- ing form CB—
<b>52</b>	<b>BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS</b>		<b>56</b>	<b>APPAREL AND ACCESSORY STORES</b>	
5211	Lumber and other building materials dealers . . .	52A	5611	Men's and boys' clothing and furnishings stores . . . . .	56
5231	Paint, glass, and wallpaper stores . . . . .	52B	5621	Women's ready-to-wear stores . . . . .	56
5251	Hardware stores . . . . .	52B	5631 PT.	Millinery stores . . . . .	56
5261	Retail nurseries, lawn and garden supply stores . . . . .	52B	5631 PT.	Corset and lingerie stores . . . . .	56
5271	Mobile home dealers . . . . .	52C	5631 PT.	Other women's accessory, specialty stores . . . .	56
<b>53</b>	<b>GENERAL MERCHANDISE GROUP STORES</b>		5641	Children's and infants' wear stores . . . . .	56
5311	Department stores . . . . .	53A	5651	Family clothing stores . . . . .	56
5331	Variety stores . . . . .	53B	5661 PT.	Men's shoe stores . . . . .	56
5399	Miscellaneous general merchandise stores . . . .	53A	5661 PT.	Women's shoe stores . . . . .	56
<b>54</b>	<b>FOOD STORES</b>		5661 PT.	Children's and juveniles' shoe stores . . . . .	56
5411	Grocery stores . . . . .	54	5661 PT.	Family shoe stores . . . . .	56
5422	Freezer and locker meat provisioners . . . . .	54	5681	Furriers and fur shops . . . . .	56
5423 PT.	Meat markets . . . . .	54	5699	Miscellaneous apparel and accessory stores . . . .	56
5423 PT.	Fish (seafood) markets . . . . .	54	<b>57</b>	<b>FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES</b>	
5431	Fruit stores and vegetable markets . . . . .	54	5712	Furniture stores . . . . .	57A
5441	Candy, nut, and confectionery stores . . . . .	54	5713	Floor covering stores . . . . .	57B
5451	Dairy products stores . . . . .	54	5714	Drapery, curtain, and upholstery stores . . . . .	57B
5462	Retail bakeries—baking and selling . . . . .	54	5719	Miscellaneous home furnishings stores . . . . .	57B
5463	Retail bakeries—selling only . . . . .	54	5722	Household appliance stores . . . . .	57A
5499	Miscellaneous food stores . . . . .	54	5732	Radio and television stores . . . . .	57A
<b>55</b>	<b>AUTOMOTIVE DEALERS AND GASOLINE SERVICE STATIONS</b>		5733 PT.	Record shops . . . . .	57B
5511 PT.	Dealers with domestic car franchise only . . . .	55A	5733 PT.	Musical instrument stores . . . . .	57B
5511 PT.	Dealers with imported car franchise only . . . .	55A	<b>58</b>	<b>EATING AND DRINKING PLACES</b>	
5511 PT.	Dealers with domestic, import car franchises . .	55A	5812 PT.	Restaurants and lunchrooms . . . . .	58
5521	Motor vehicle dealers—used cars only. . . . .	55A	5812 PT.	Social caterers . . . . .	58
5531 PT.	Tire, battery, and accessory dealers . . . . .	55B	5812 PT.	Cafeterias . . . . .	58
5531 PT.	Other auto and home supply stores . . . . .	55B	5812 PT.	Refreshment places . . . . .	58
5541	Gasoline service stations . . . . .	55D	5812 PT.	Contract feeding . . . . .	58
5551	Boat dealers . . . . .	55C	5812 PT.	Ice cream, frozen custard stands . . . . .	58
5561	Recreational and utility trailer dealers . . . . .	55C	5812 PT.	Drinking places (alcoholic beverages) . . . . .	58
5571	Motorcycle dealers . . . . .	55C	5813		
5599	Automotive dealers, n.e.c. . . . .	55C			

SIC code	Title	Report- ing form CB—	SIC code	Title	Report- ing form CB—
59	<b>MISCELLANEOUS RETAIL STORES</b>			<b>MISCELLANEOUS RETAIL STORES—Con.</b>	
5912 PT.	Drug stores .....	59A	5962	Automatic merchandising machine operators .....	58
5912 PT.	Proprietary stores .....	59A			
5921	Liquor stores .....	59G			
5931	Used merchandise stores .....	59G	5963 PT.	Furniture, home furnishings, equipment— direct selling .....	57A
5941 PT.	General line sporting goods stores .....	59C	5963 PT.	Mobile food service—direct selling .....	58
5941 PT.	Specialty line sporting goods stores .....	59C	5963 PT.	Books and stationery—direct selling .....	59B
5942	Book stores .....	59B	5963 PT.	Other direct selling .....	59G
5943	Stationery stores .....	59B	5982	Fuel and ice dealers, n.e.c. ....	59E
5944	Jewelry stores .....	59D	5983	Fuel oil dealers .....	59E
5945	Hobby, toy, and game shops .....	59B	5984	Liquefied petroleum gas (bottled gas) dealers ..	59E
5946	Camera and photographic supply stores .....	59B	5992	Florists .....	59F
5947	Gift, novelty, and souvenir shops .....	59B	5993	Cigar stores and stands .....	59G
5948	Luggage and leather goods stores .....	59B	5994	News dealers and newsstands .....	59G
5949	Sewing, needlework, and piece goods stores .....	59B	5999 PT.	Pet shops .....	59G
5961 PT.	Department store merchandise—mail order ....	53A	5999 PT.	Typewriter stores .....	59B
5961 PT.	General merchandise, n.e.c.—mail order .....	53A	5999 PT.	Optical goods stores .....	59G
5961 PT.	Other mail-order houses .....	53A	5999 PT.	Other retail stores, n.e.c. ....	59G

## APPENDIX D. Standard Metropolitan Statistical Areas

(Titles and definitions of the SMSA's in the State established by the Department of Commerce, Office of Federal Statistical Policy and Standards, as of December 1977)

### ALBANY SMSA

Consists of Dougherty and Lee Counties, Ga.

### ATLANTA SMSA

Consists of Butts, Cherokee, Clayton, Cobb, De Kalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Newton, Paulding, Rockdale, and Walton Counties, Ga.

### AUGUSTA, GA.-S.C., SMSA

Consists of Columbia and Richmond Counties, Ga., and Aiken County, S.C.

### CHATTANOOGA, TENN.-GA., SMSA<sup>1</sup>

Consists of Hamilton, Marion, and Sequatchie Counties, Tenn., and Catoosa, Dade, and Walker Counties, Ga.

### COLUMBUS, GA.-ALA., SMSA

Consists of Chattahoochee County and Columbus (consolidated government),<sup>2</sup> Ga., and Russell County, Ala.

### MACON SMSA

Consists of Bibb, Houston, Jones, and Twiggs Counties, Ga.

### SAVANNAH SMSA

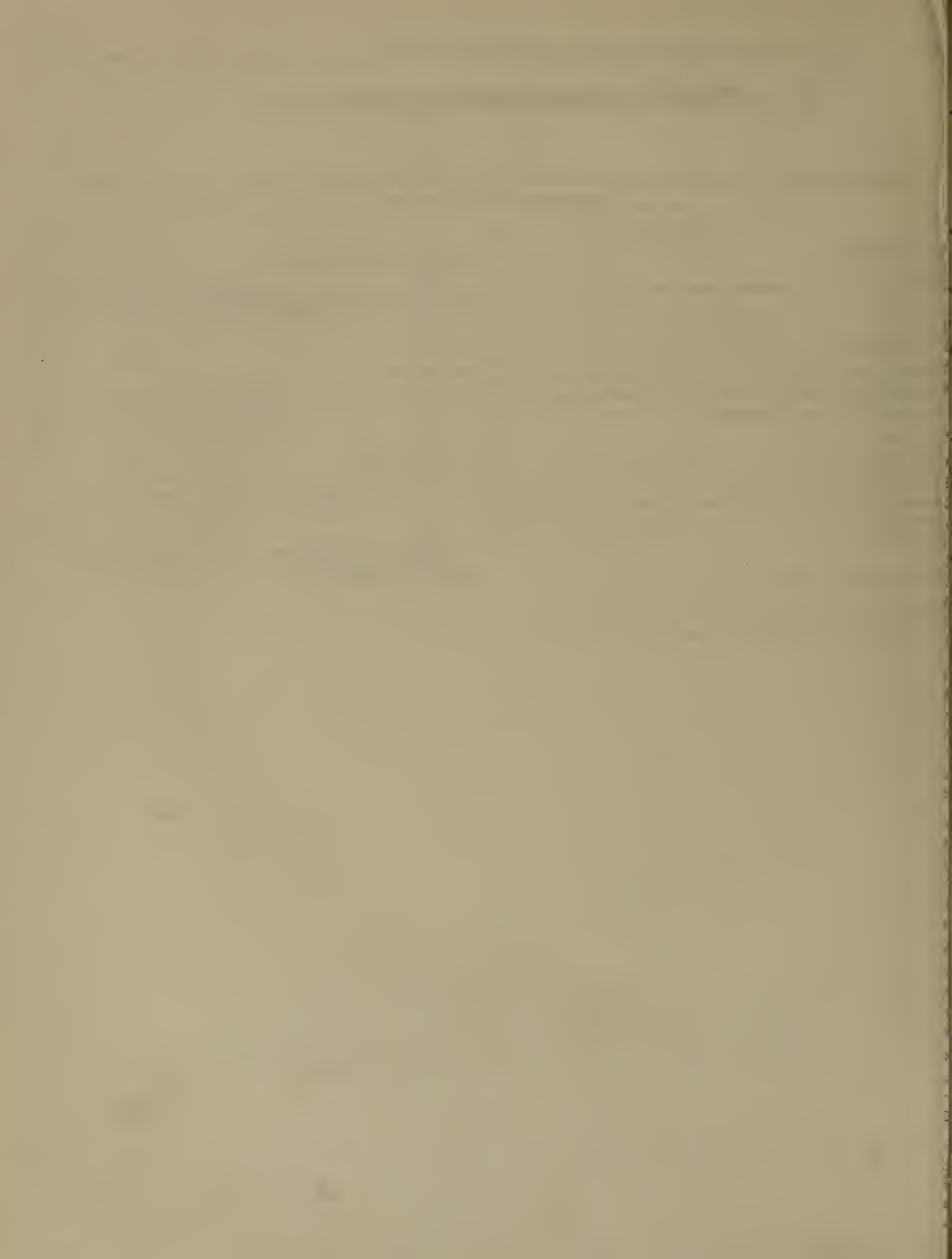
Consists of Bryan, Chatham, and Effingham Counties, Ga.

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<sup>1</sup> MRC data for this SMSA appear only in the Tenn. MRC report.

<sup>2</sup> Columbus, Ga. is independent of any county organization and considered a county equivalent.





## APPENDIX E. Major Retail Centers

### ALBANY, GA., SMSA

MRC No. 1—Includes the planned center known as "Albany Mall," bounded by Perimeter Rd., Dawson Rd., and Stuart Ave. (Albany) (In tract 4)

MRC No. 2—Includes the planned centers known as "Midtown Shopping Center" and "Midtown Mall" and establishments in the area bounded by Central of Georgia RR, Slappey Blvd., W. Oglethorpe Ave., and Walnut St. (Albany) (In tract 11)

### ATLANTA, GA., SMSA

MRC No. 1—Includes the planned centers known as "The Prado Shopping Center," "K-Mart Center," "Sandy Springs Shopping Center," "Sandy Springs North Shopping Center," "The Courtyard Shopping Center," "Dover Square Shopping Center," "Copeland Village Shopping Center," "The Balconies Shopping Center," "Hammond Square Shopping Center," and "Cromwell Square Shopping Center" and adjacent establishments on Roswell Rd., Copeland Rd., Allen Rd., Carpenter Dr., Hammond Dr., Hilderbrand Dr., and Mount Vernon Hwy. (Fulton County) (In tracts 102.01, 101.02, and 102.02)

MRC No. 2—Includes the planned centers known as "Service Merchandise Plaza," "Dunair Center," "College Plaza," "Memorial Bend Shopping Center," "Rockmor Plaza," "College Village Shopping Center," "Stonemont Village Shopping Center," "Village Square," and "K-Mart Center" and establishments on Memorial Dr. from Farrar Ct. to North Hairston Rd. (Decatur city and De Kalb County) (In tracts 219, 220, and 231.04)

MRC No. 3—Includes the planned center known as "The Mall—West End Shopping Center" and establishments in the area bounded by Oak St. SW., West Whitehall St. SW., Lee St. SW., York Ave. SW., Ashby St. SW., Oglethorpe Ave. SW., Gordon Pl. SW., Gordon St. SW., and Peoples St. SW. (Atlanta) (In tracts 42 and 59)

MRC No. 4—Includes the planned center known as "Stewart Lakewood Shopping Center" and adjacent establishments at the intersection of Stewart Ave. SW. and Lakewood Ave. SW., and establishments on both sides of Lakewood Ave. SW. from Stewart Ave. to Fleet St. (Atlanta) (In tract 75)

MRC No. 5—Includes the planned center known as "Southlake Mall" and adjacent establishments on Morrow Industrial Blvd., Green Industrial Way, and S. Main St. (Morrow) (In tract 404.04)

MRC No. 7—Includes the planned centers known as "Lenox Square Shopping Center," "Phipps Plaza," and "Rosewell-Powers Ferry Center" and establishments on both sides of Peachtree Rd. from Lenox Rd. to Piedmont Rd. (Atlanta) (In tracts 96, 99, and 100)

### ATLANTA, GA., SMSA—Con.

MRC No. 8—Includes the planned centers known as "Cobb Center Mall," "Pat Mell Shopping Center," and "South Cobb Plaza" and establishments on South Cobb Dr. from Canfill Rd. to Powder Springs St., on Pat Mell Rd. from Peachtree Dr. to South Cobb Dr., and on Cherokee Rd., Benson Poole Rd., Old Concord Rd., and Ventura Pl. (Smyrna) (In tracts 310.01, 310.02, 310.03, 311.01, and 311.04)

MRC No. 9—Includes the planned centers known as "Cumberland Mall" and "Hargrove Plaza Shopping Center" and establishments on Cobb Pkwy. (U.S. Hwy. 41) from River Heights Dr. to Terrell Mill Rd., and adjacent establishments on New Springs Rd. and Terrell Mill Rd. (Marietta and Smyrna, Cobb County) (In tracts 303, 304, 311.02, and 312)

MRC No. 10—Includes the planned centers known as "Service Merchandise Plaza" and "Old National Village" and establishments on Old National Hwy. from Sullivan Rd. to Jerome Rd. and on Sullivan Rd. from Old National Hwy. to Josephine Dr. (Fulton County) (In tract 105.01)

MRC No. 11—Includes the planned centers known as "Columbia Mall," "Belvedere Plaza," "Columbia Village Shopping Center" and "Columbia Shoppes Shopping Center" and establishments on Columbia Dr. from Monticello Pl. to Belvedere Ln., and on Memorial Dr. from Rupert Rd. to Beech Dr. (De Kalb County) (In tracts 229, 231.02 and 231.03)

MRC No. 12—Includes the planned centers known as "Treasure Island Center," "K-Mart Plaza," and "Treasure Village Shopping Center" and establishments on Buford Hwy. from Interstate Hwy. 285 to Oakcliff Rd. (Doraville, De Kalb County) (In tracts 213.03 and 213.04)

MRC No. 13—Includes the planned center known as "South De Kalb Mall" and establishments on Candler Rd. from Kelley Lake Rd. to Flat Shoals Rd. (Decatur, De Kalb County) (In tracts 234.01, 234.02, 235.02 and 236)

MRC No. 14—Includes the planned centers known as "Town and Country Shopping Center," "New London Square Shopping Center," and "East Marietta Shopping Center" and establishments on Roswell Rd. from Gunter St. to Amanda Ln., on Cobb Pkwy. from Frey's Gin Rd. to Gresham Rd., and on Frey's Gin and Powers Ferry Rds. (Marietta) (In tracts 304, 305, 307, and 308)

MRC No. 15—Includes the planned center known as "Broadview Plaza" and establishments on Piedmont Rd. from the Southern RR. to Lindbergh Dr. (Atlanta) (In tract 94)

## ATLANTA, GA., SMSA—Con.

MRC No. 16—Includes the planned centers known as "Greenbriar Shopping Center" and "K-Mart Center" and adjacent establishments on Greenbriar Pkwy. and Headland Dr. (Atlanta) (In tract 77.02)

MRC No. 17—Includes the planned centers known as "North Dekalb Mall" and "Shamrock Plaza Shopping Center" and adjacent establishments on Lawrenceville Hwy., Birch Rd., Mistletoe Rd., and North Druid Hills Rd. (De Kalb County) (In tracts 222 and 223.02)

MRC No. 18—Includes the planned centers known as "Northlake Mall" and "Briarcliff Village Shopping Center" and adjacent establishments on Henderson Mill Rd., La Vista Rd., Briarcliff Rd., Parkdale Dr. and Northlake Pkwy. (De Kalb County) (In tracts 217.01 and 218.01)

MRC No. 19—Includes the planned center known as "Perimeter Mall" on Ashford Dunwoody Rd. NE. at its intersection with Hammond Drive NE. (Atlanta) (In tract 212.01)

MRC No. 20—Includes the planned centers known as "Andrews Square Shopping Center," "Cates Plaza Shopping Center," "Cates Center Shopping Center," "Colonial Center Shopping Center," and "Peachtree-Piedmont Crossing" and establishments in the area bounded by Andrews Dr., W. Peachtree Rd., Alberta Dr., Mathewson Dr., Piedmont Rd., Pharr Rd., Lookout Pl., Peachtree Ave., and Peachtree Rd. to the intersection of Wesley Rd. (Atlanta) (In tracts 95 and 96)

MRC No. 21—Includes the planned centers known as "Buford-Clairmont Mall" and "Skyland Shopping Center" and establishments on Buford Hwy. NE. from Skyland Dr. to Brass St. and on Clairmont Ave. NE. from Buford Hwy. NE. to Brass St. (Chamblee, De Kalb County) (In tract 214.03)

## AUGUSTA, GA.-S.C., SMSA

MRC No. 1—Includes the planned centers known as "Southgate Plaza," "K-Mart Plaza," and "Cherokee Plaza" and establishments on Deans Bridge Rd. from Gordon Hwy. to Murphy Rd. and on Gordon Hwy. from Tubman Home Rd. to Kissingbower Rd. (Richmond County) (In tracts 103 and 104)

## COLUMBUS, GA.-ALA., SMSA

MRC No. 1—Includes the planned centers known as "Columbus Square Mall," "Midtown Shopping Center," and "Cross Country Center" and establishments on Macon Rd. from Rigdon Rd. to the Lindsey Creek Bypass. (Columbus) (In tracts 11 and 20)

MRC No. 2—Includes the planned center known as "Peachtree Mall" and establishments on Columbus-Manchester Exwy. from the Lindsey Creek Bypass to 3259. (Columbus) (In tract 104.02)

## MACON, GA., SMSA

MRC No. 1—Includes the planned centers known as "Westgate Shopping Center," "Eisenhower Parkway Shopping Center," and "K-Mart Shopping Center" and establishments on Eisenhower Pkwy. from Anthony Terrace to Selina Ave. and on Pio Nono Ave. from East 11th St. to Canterbury Rd. (Macon) (In tract 126)

MRC No. 2—Includes the planned centers known as "Macon Mall," "Bloomfield Village," and "Summit Center" and establishments in the area bounded by Columbus Rd., Rocky Creek, Eisenhower Pkwy., and Bloomfield Rd. (Macon) (In tract 132)

## SAVANNAH, GA., SMSA

MRC No. 1—Includes the planned centers known as "Victory Plaza" and "K-Mart" and establishments on Skidaway Rd. from 39th St. to 49th St. and on Victory Dr. from Shuptrine Ave. to Casey Canal. (Savannah) (In tracts 38, 22, 35.02, and 36.02)

MRC No. 3—Includes the planned centers known as "K-Mart" and "Oakhurst Shopping Plaza" and establishments on Abercorn St. extension from Montgomery Cross Rd. to Television Cir., on Montgomery Cross Rd. from Abercorn St. to Atwood St., and on White Bluff Rd. from Montgomery Cross Rd. to Wesley St. (Chatham County) (In tracts 40, 42.01, and 42.02)

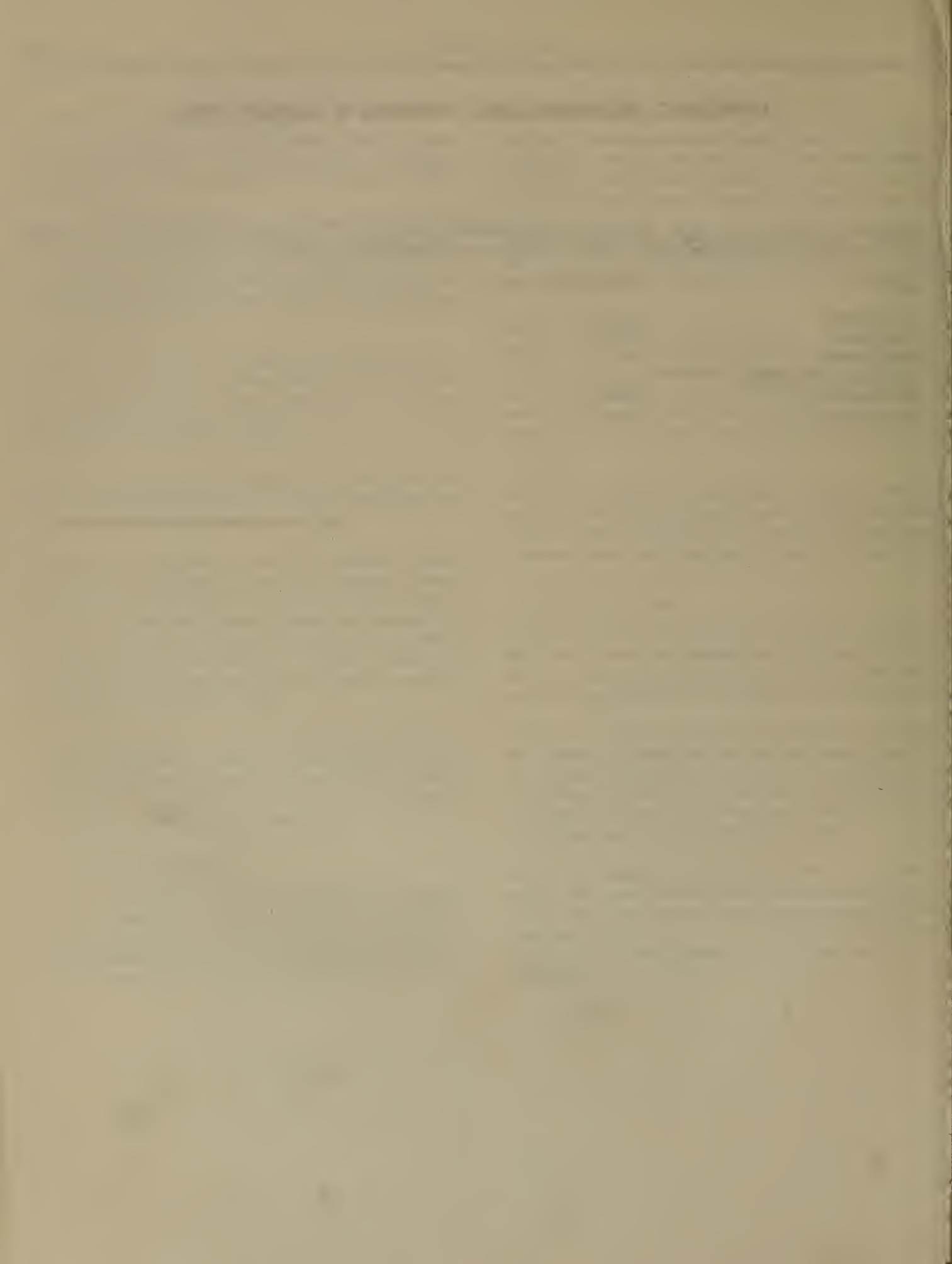
MRC No. 4—Includes the planned centers known as "Oglethorpe Mall" and "Chatham Plaza" and establishments on Abercorn St. from Echols St. to Montgomery Cross Rd., on White Bluff Rd. from Echols St. to an unnamed service road, and on Mall Blvd. from Abercorn St. to Hodgson Memorial Dr. (Chatham County) (In tract 40)



## APPENDIX F. Major Retail Center Delineation by Geographic Areas

[Delineation identification symbols: "CSAC"—Census Statistical Areas Committee, "F"—Bureau of the Census, Field Division, and "N"—no delineation since area had no MRC's in 1977. For definition of each SMSA, see appendix D]

AREA	MRC DELINEATOR
Albany SMSA	CSAC
Atlanta SMSA	CSAC
Augusta SMSA	F
Columbus, Ga.-Ala., SMSA	CSAC
Macon SMSA	CSAC
Savannah SMSA	CSAC



## PUBLICATION PROGRAM

### 1977 CENSUS OF RETAIL TRADE

Publications of the 1977 Census of Retail Trade, containing data on retail establishments in the United States, are described below. Publications order forms for the specific reports may be obtained from any Department of Commerce district office or from Subscriber Services Section (Publications), Bureau of the Census, Washington, D.C. 20233.

Advance geographic area data from the 1977 census were issued in press releases. Final detailed statistics are issued in separate paperbound reports. These reports subsequently are assembled and reissued in cloth-bound volumes.

### Final Reports

#### Geographic Area series—52 reports (RC77-A-1 to -52)

A separate paperbound report is being published for each State, the District of Columbia, and the United States. Each report contains general statistics on number of establishments, sales, payroll, employment, and number of proprietorships and partnerships for the State by detailed kinds of business; and for SMSA's, all counties, and cities with 500 retail establishments or more by kind-of-business detail appropriate to the size of the area. For all cities of 2,500 inhabitants or more and for all counties, in addition to the above census data items for total retail trade, statistics are furnished on number of establishments and sales for the 10 major kind-of-business groups. For each State, 1972 and 1977 comparisons show sales per establishment, sales per employee, payroll per employee, and number of employees per establishment as well as percent changes in sales, payroll, and employment between 1972 and 1977. Also published (for 1977 only) are sales per capita and the number of inhabitants per establishment.

#### Subject series—2 reports (RC77-S-1 and -2)

The first report (RC77-S-1) presents data based on size of establishment, size of company or firm (firm size is based on all establishments operated by a firm within the same kind of business, or kind-of-business group, for which data are presented), and legal form of organization. Establishment statistics are presented by sales size and by employment size; statistics for firms, by sales size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits). Statistics are presented, by kind of business, on the number of establishments, sales, payroll, and employment for the United States.

A miscellaneous subjects report (RC77-S-2) contains data on eating and drinking places, gasoline service stations and liquified petroleum (LP) gas dealers, and other miscellaneous subjects. Data are presented for the United States as a whole and, where feasible, for States and SMSA's.

#### Major Retail Center series—49 reports (RC77-C-1 to -49)

A separate report is being issued for the District of Columbia and each State, except for Vermont and Wyoming which have no SMSA's. Each report presents statistics by varied kind-of-business detail on number, sales, payroll, and employment for retail establishments.

Data are shown for each SMSA in the State, each central city and all other SMSA cities of 50,000 inhabitants or more, each central business district (CBD), and each major retail center (MRC) in the SMSA. Percent change in sales, 1972 to 1977, and percent distribution of 1977 sales are presented by kind of business for CBD's, cities, and SMSA's in areas which have CBD's with 100 or more retail establishments. Maps show the total area covered, define the CBD's, and locate the MRC's in each SMSA.

#### Merchandise Line Sales—1 report (RC77-L)

A single report is being issued for the United States. Data for States, SMSA's, and the area within the State outside of any SMSA are to be issued on microfiche on a State-by-State basis. Tables present data for each kind of business for employer establishments, and show for each merchandise line the number of establishments handling the line and their sales of the line; the percentage of total sales of the kind of business accounted for by each of the lines carried; and, for establishments actually handling a specific line, the percentage of their total sales represented by sales of that line. Summary data are also provided for the 31 broad merchandise lines asked of all retailers, including counts of establishments and the amount and percent of the line sold by various kinds of retail businesses.

### Final Report Volumes

- Volume I. Retail Trade—Summary Statistics. Includes data previously issued in series RC77-S and RC77-L.
- Volume II. Retail Trade—Geographic Area Statistics. Includes data previously issued in series RC77-A.
- Volume III. Retail Trade—Major Retail Centers. Includes data previously issued in series RC77-C.

### Microfiche

In addition to microfiche of all "published" retail trade data, some "unpublished" data which are not included in printed reports are available on microfiche.

### Computer Tapes

Public-use computer tapes contain the same summary statistics that are found in the published reports. Public-use computer tapes are available for users who wish to summarize, rearrange, or process large amounts of data.

### OTHER ECONOMIC CENSUSES REPORTS

Data on wholesale trade, service industries, construction industries, manufactures, mineral industries, enterprise statistics, minority-owned businesses, women-owned businesses, and transportation also are issued as part of the 1977 Economic Censuses. A separate series of reports covers the censuses of outlying areas—Puerto Rico, Virgin Islands of the United States, and Guam. Separate announcements describing these reports are available free of charge from Subscriber Services Section (Publications), Bureau of the Census, Washington, D.C. 20233.



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